

MARK MILLER

DROPSHIPPING AND AFFILIATE MARKETING



A BEGINNER'S GUIDE TO GET YOUR PASSIVE INCOME AND BUILD YOUR STORE STEP-BY-STEP STRAIGHT FROM HOME, WITH STRATEGIES THAT WILL HELP YOU BUILD YOUR ONLINE EMPIRE. WITH AFFILIATION YOU WILL DOMINATE THE BIGGEST PLATFORMS

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BY MARK MILLER

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PART 1

DROPSHIPPING

Introduction

Dropshipping is an approach by which you as a seller, offer products to the general public without really holding on to any stock or item. When you sell an item, you send the order straight to your picked provider; they deliver the item, process the payment, and after that send you the difference between the charge they make for the item and the cost you charge. You never see the product; you never manage it and you do not require to handle or process any payments. While you don't require to handle the payments, some suppliers will permit you to process your payments and some that will permit you to reach an agreement with your shipping company.

There are many differences between a regular ecommerce service and an organization utilizing the dropshipping design. A few of those differences include the operating margins, operational logistics, operational expenses, revenue speed, and barriers to entry.

Operating Margins:

This is the ratio used to measure a company's price method and operating performance. It has to do with the measurement of the proportion of the company's income that is left over after spending on the variable.

- Costs of production. The operating margin for a business that uses dropshipping is always going to be lower than that of a normal ecommerce business because you do not have the burden of bringing stock or shipping products.

Operational Logistics:

If you are running services using dropshipping, you do not require to carry any stock or ship any items, which provides you the freedom to run your store from essentially throughout the entire world. When you are operating a typical e-commerce store, you need to think about the logistics of operating a warehouse and replenishing your stock, as well as collaborating shipping.

Operational Costs:

If you are running a traditional e-commerce service, you must consider the expense of paying for your warehouse, paying for the personnel to run your storage facility, spending for the stock, shipping, and handling customer

care. In comparison, the expense of running a business using the dropshipping approach is limited to just customer care to take orders and send them on to the wholesaler or producer.

Profit Velocity:

Though the hands-off nature of dropshipping is highly attractive, from a functional perspective, bringing stock is a much faster method to increase profitability. Since the earnings margins are much greater, this is when you have the option of buying item wholesale from overseas suppliers and offering such goods at a higher price.

Barriers to Entry:

This includes the presence of high-level start-up costs and the other forms of obstacles that prevent a new participant from getting into a market.

A business that is using dropshipping is a lot easier to copy and launch than a business that brings and ships its stock.

Comprehending Dropshipping:

Comparing the approach of dropshipping to the custom ecommerce store has currently revealed some of the cons and pros of using drop shipping for your company.

Planning for Dropshipping Business

When you do your planning, it is important to recognize your place in the internet position and where you will impact your company in many ways. As an example, you are likely to hope that you will obtain customers from the internet search engine. There is nothing like hope in this case but is not likely to pay the bills.

You will need to be ready to capture them as they jump and quit them in their tracks on your site. How Much Cash Can You Make? Drop delivery has been made and remains to make Internet millionaires. If you intend to follow up on that strategy, you can be a millionaire.

However, you must start with the standard understanding that you will be taking on the major merchants and big shops that you find in the mall. As well as to contend efficiently, you must get used to the market. For one thing is, your prices will constantly be higher and your earnings margins lower. For clients to find to you, you need to include value that will prompt customer to pay ahead and possibly pay more for a product than they would

pay at the local mall, on eBay or another internet site. You need to be a worth reseller that aggressively advertises itself in several methods as feasible. People pertain to the net for information. If you supply them enough information, item feedbacks, and the knowledge you would have taken an action towards adding worth. If you give a great info and promote your website aggressively, you can do well.

As a different personality and brand, don't try to beat them. Join them and Sell for them. One of the most effective drop shippers use Amazon and other affiliate programs. Their risk is that of page configuration, promo expenses and time. If you are not familiar with the Amazon Affiliate Program and what it can do for you, look at it right here. Please note that I make no money, directly or indirectly from suggesting Amazon. They have given lots of people a course to retirement, endeavor to learn about them and exactly how they have done it.

Chapter 1: What is Dropshipping?



Dropshipping is an e-commerce business model that differs from the conventional way of doing e-commerce in that you do not physically handle the products you sell, nor do you stockpile the products that you offer for sale. You set up your e-commerce shop online through your own website or using platforms such as Shopify, Amazon, or eBay.

You offer specific products to your clients that are available from reliable wholesale suppliers and manufacturers that offer the products in your chosen niche. Once your client places the order with you, the chain reaction starts .

You, in turn, place an order with your supplier. Your supplier charges you for the product at arranged price and then ships the product directly to your client.

Depending on your niche products, your suppliers can be anywhere on earth. There are no limitations of where your suppliers are located; this works for sensitive products as well as the timeframe from manufacture to delivery to client is shortened as inventory is not sitting on a shelf in the hopes of it being sold before the expiry date.

When you decide on starting a business using the dropshipping business model, it changes how you do business and brings enormous flexibility to

the daily operation of your company.

How Does It Work?

Dropshipping allows a business to enjoy all the benefits of retailing without suffering through all the hassle, such as stocktaking and inventory cost. Because you never own the stock you sell, you won't need thousands of dollars' worth of supplies to start up. Along with this, you will be freed up from the massive insurance, security, and maintenance costs that come with the actual stock on your shelves. Of course, because customers will never have to avail themselves physically to make a purchase, you don't need a physical location from which to run your business. The only thing you will need in dropshipping will be a computer and internet connection — maybe a desk, too — and you will be all set to go.

Pros and Cons

Dropshipping has many advantages over traditional retailing businesses. However, it is also fraught with challenges that make it a hassle to start.

Pros

1. Low startup cost

The first and most obvious advantage of dropshipping is that it requires very little money to start. Everything in dropshipping is designed to leverage the internet to grant you with an easy, stress-free, and optimized investment opportunity.

2. Low-cost inventory

Dropshipping does not just allow you to start your business with the cheapest inventory possible. It also lets you to open your “store” with no inventory at all! All you must do is find the customers, then the suppliers and delivery services will take care of everything. No need to get your hands dirty at all.

3. Low order fulfillment cost

Order fulfillment is the most expensive aspect of online businesses. Before getting the product loaded on the delivery truck, van, or bike, online stores must conduct the tedious job of warehousing, tracking,

labeling, packing, and finally, transporting. In dropshipping, the price of all these services is factored into the transaction. Whatever the customer pays, the supplier and delivery service's cut is factored in. You set your own margin and compete with other dropshippers for the limited number of customers.

4. Less risk of loss

Because you require no inventory and no premises to start, the risk of losing money is very minimal in dropshipping. In fact, the only starting costs associated with dropshipping are the marketing and promotion that you must pay for to popularize your business. By identifying products that are already doing very well among other dropshippers, you can ride the wave and spend substantially less money with advertising because the groundwork will already be set.

Cons

5. No control over the process

The downside of having third parties fulfill the orders and deliver to your customer is that you have very little control over both. Any mistakes they make will reflect badly on you, even when you have little control and can hardly do anything about it.

6. Less profit

When traditional sellers buy their stock, they get discounted prices because they buy in bulk. Meaning, their profit margins are bigger. In dropshipping, the markup you can put on a product and remain profitable is very low. Therefore, you need to sell more products compared to traditional retailers to accumulate the same amount of profit.

7. High levels of conflict

In dropshipping, you must juggle two different relationships at once to make it work- the customer and the supplier. If the supplier delivers the wrong product, damages the goods, or is late in their fulfillment of the order, the customer will berate you for something that you had very

little control over. Talking with customers and suppliers over the phone or through texts and emails also denies you the opportunity to establish a personal relationship.

8. Budget

The budgetary needs for starting a dropshipping business on Shopify includes the cost of opening a merchant account with Shopify, starting a website, making store enhancements to optimize your platform for selling, and advertising your business to get customers.

To start a dropshipping business on Shopify, you will first have to open a paid Shopify account. The cheapest will cost you \$29 a month and give you unlimited products, two staff accounts, full-time support, and hardware peripheral support, among other things. For an additional 50 bucks, you get five staff accounts, gift cards, professional report builders, and \$0.2 less on in-person credit card rates. You will get the first 14 days free to set up and determine if you still want to continue with the paid plan.

The next item on the list is the acquisition of a domain name for your store. A dropshipping website needs to be professionally done and meet the high standards of e-commerce sites. With Shopify, you only need to pay \$14 to get a domain. To boost this, you can open a dropshipping app with Oberlo for \$29, gaining access to AliExpress as well. Another great app is Spocket, which connects you with dropshipping suppliers from all over the world. A free plan gives you a maximum of 24 products, but you will have to upgrade to a paid account to add more products to your store.

Enhancing your store increases your conversion rates and increases profitability. With a standard Shopify account, you cannot add bulk discounts, sale pop-ups, cross sales, or count-down timers for items on sale. Each of these enhancements cost between \$19 and \$30, but they will make your store a lot more profitable. You can choose to start with the discount (\$19) and sale pop-ups (free) because they are more important. You can then add the rest as you go if you are on a budget when starting.

Marketing is the bane of every business. Marketers say that even the best product in the world would sell less than the worst product if the latter was better marketed. With dropshipping, the early days of a business are very crucial. You can't get those first customers that popularize your store unless you advertise. Use Google or Facebook ads — they are the most effective — to reach a very targeted demographic for maximum effectiveness. About \$5-\$10 per day should be enough. A reserve enough to cover the first two weeks (which is when most dropshippers start to make money) brings the total to about \$105. However, you will find a product in massive demands and it may never come to this. You will probably be making a good profit by the second week and using the money to advertise.

Taking all these costs into consideration, the total budget for starting a dropshipping business comes in at around \$200 if you take the 14 days free trial on Shopify and use Oberlo's paid service for your store. If you go with the Shopify free service and the free Spocket package, it comes down to about \$170. Either way, the greatest expenditure is in the marketing department. This is quite in order because if you don't advertise, you will probably get no customers at all. It is better to commit to the process and risk failure than go with the \$0 startup cost hogwash peddled in some quarters. The risk is well worth it if you are really committed.

9. Mindset

"You cannot succeed in anything if you don't have the right mindset." This is a quote every one of us must have encountered at one point. It is very true for dropshipping as well. You will not go far as a dropshipper if you don't take the time to develop the right mindset. And what mindset is that, you may ask? To be a successful dropshipper, you will need to develop the mindset of an entrepreneur. Entrepreneurs run the world because they set out to own it. They do it by cultivating the following attitudes.

10. Action

The entrepreneurial journey is fraught with numerous problems that often scare people into inactivity. You decide you will first have to work

on the best business plan possible. And because you are scared to fail, you hold back, tweaking the business plan for so long that your opportunity passes. Alternatively, there is the research trap in which you decide to learn as much about a subject as possible before starting. Soon enough, you will find information that convinces you that it is a bad idea to even start. So, you give in and start working on the next idea. The action mindset dictates that you just gather the basic information and charge ahead with the plan. You can always perfect later what does not work.

11. Obsession with cash flow

Cash flow is the lifeblood of business. Without money, you can't make it past a couple of months. Thus, whatever activity you engage in for the sake of the business and every dollar that you put into the business, ask yourself: "How will this help my business bring in money?" If you can't find paying customers, you will end up closing shop sooner or later.

12. Flexible

You must welcome change and be ready to tweak things and adapt to new situations. If something in your dropshipping business does not work, don't hesitate to change it if you maintain the general direction towards your goal. For example, you start off targeting Manga comics fans and a few days of advertising turns out a bigger group of Japanese anime fans, asking if you have this or that product. You don't say, "No, I sell Manga comics and products." Instead, you find a supplier of Japanese anime products and adjust your target market!

13. Recovery

Successful entrepreneurs are built from a long history of failure. What sets them apart from the rest is that they try every time they fail, adjusting rather than giving up when they fail. If your first dropshipping venture fails, try a different product, a different approach, and soon enough you will be celebrating with the best.

The Proper Mindset of a Successful Entrepreneur

- Sometimes things could go wrong. It is possible to make a mistake, and one of your choices could be wrong. At such moments, you may feel dejected, broken, hurt, and full of despair. However, you should NOT give up. Instead, examine your mistake. Try and find out what went wrong and what you could have done better. Then try again.
- If things appear not to be working out, simply check and confirm any information that does not add up. Alternatively, you can go to your favorite social media group and ask questions. There are plenty of useful Shopify tutorial videos on YouTube. You will be able to find all the help that you need.
- Wherever possible, work with a dropshipping lifestyle coach. This is one of the best ways of ensuring that you are not alone in this journey. The coach will also help you avoid some of the pitfalls that most beginners encounter.
- Just remember that you will need to put in the hard work initially until your store gets known and you gain several loyal customers. You should never give up but instead remain focused and consult someone whenever you feel like giving up.
- Even as a beginner, you can still list your business on marketplaces and sell from multiple locations and in the process, earn thousands of dollars in sales per month. However, if you just sit back waiting for customers to visit your site, then you might have to wait for a long time. While regular retailers may seem more successful, their costs and overheads are much higher, so you are much better off as a dropshipper.

Common Dropshipping Mistakes

1. Too much worry about shipping costs

Shipping prices can be a cause for concern because they vary greatly from one region to another. However, you should not stress too much about this. Simply determine where your priorities are in this regard and then decide. It is easier to set a flat shipping cost to eliminate this stress.

2. Not providing easy access to order information

The information on your website will tell customers that the order process is simple, stress-free and orders are shipped out fast. Customers often want to see evidence. You should ensure that suppliers update you on order status and provide estimates of shipping dates, so customers are informed.

3. Insufficient brand exposure

A lot of the time, you will forget to expose your brand so that customers keep seeing it consistently as they shop. Customers need to be reminded regularly and constantly about your brand so include your brand name and logo on as many pages as possible.

4. Messing up customer orders

This is another common occurrence. Customers often buy the wrong products or click on an item by mistake. Sometimes they place a legitimate order but later change their minds. If an order gets canceled, please inform your dropshipping supplier so they cancel otherwise you could end up with a bad rating.

5. Return complications

A lot of the time returns will occur, and most of the time they will be messy if not properly managed. You should put in place an elaborate system to handle returns. This way, you will avoid the stress associated with returns.

Chapter 2: What is Affiliate Marketing?

Affiliate marketing refers to programs that aim to sell more products for a company through partnerships with third party online salespeople called affiliates or publishers. Unlike traditional Contextual Advertising, affiliate marketing programs allow content publishers to connect directly with advertisers.

A successful affiliate marketing campaign can lead to a higher income to publishers compared to publishing contextual ads from services like Google AdSense. From an advertiser's standpoint, affiliate marketing is an efficient way of promoting one's products because the reward system is based on the publisher's productivity. The advertiser only needs to pay if the publisher successfully facilitates a sale.

Parties of Affiliate marketing

Affiliate marketing transaction involves the following key parties:

1. **Product Merchant** – Also known as the Product Creator/Product owner, a product merchant is the owner of the product that needs to be promoted.
2. **Affiliate Network Platform** – This is a platform that provides tools, links and analytics for products being promoted. The Affiliate Network acts as a link between the product merchant and the affiliate marketer.
3. **Affiliate Merchant** – This is a business entity that dedicates itself to promoting products, traffic and brand awareness through a network of affiliate sites. As such, they create various kinds of ads including text links ads, static banner ads, flash banners ads, video ads and sometimes a combination of some them to be placed on affiliate websites. To achieve this, an Affiliate merchant uses an Affiliate network platform.
4. **Affiliate Marketer (Affiliate/Publisher)** – this is the owner of an affiliate website on which affiliate merchant's ads and links are placed. The affiliate marketer endeavors to promote the product to the target audience through content (such as articles, product feedbacks, how-to instructions, product comparisons, etc.).

5. Consumer (Customer/Buyer) – this is the person who accesses the product being promoted by an Affiliate via affiliate links and successfully buys the product

Most of the time, affiliate merchants have their own in-house platform. However, in some cases, Affiliate merchants hire an external Affiliate network platform. Thus, it is not uncommon for Affiliate network platform and Affiliate Merchant to be treated one and the same. But, technically, they are not one and the same.

In this book, we will use Affiliate Network Platform and Affiliate Merchant interchangeably. In some instances, we will use Affiliate Network Provider to refer to a combination of both. Nonetheless, it must be noted that an Affiliate Merchant can't work without an Affiliate Network Platform. Thus, whenever Affiliate Merchant is mentioned, Affiliate Network Platform is implied and vice versa.

How Affiliate Marketing Works

The following steps provide a glimpse of how Affiliate marketing works:

1. A merchant approaches an Affiliate network provider to be helped to promote his/her product
2. Both the Affiliate merchant and the network provider agree on their respective earnings. They also agree on what to pay Affiliates.
3. The network provider creates product-specific link generation system that automatically generates links based on the product merchant's details (product name details) and Affiliate Marketer's details (Affiliate ID)
4. The Affiliate Marketer approaches the Network Provider, gets registered and provided with auto-generated links based on his/her registration details to place on his site/blog
5. The Affiliate Marketer hyperlinks certain parts of the content/space using provided link
6. The Affiliate publishes his/her content on the blog which attracts attention of readers

7. The reader goes through the content, and, if convinced of the need to buy the product being promoted, decides to click on the Affiliate hyperlink.
8. Once the reader (potential buyer) clicks on the hyperlink he/she is redirect to the product's page of the product merchant.
9. If the customer decides to buy the product, this becomes a successful sale through the Affiliate's marketing effort. The details of the purchase are recorded both by the Affiliate Network and the product merchant.
10. On successful sale, the Affiliate's account is credited with the amount due. How soon that is done depends on the security period. Most Affiliate networks provide a security period of less than 30 days. The security period ensures that the Affiliate is not paid yet the customer returns the product later to claim refund. The security period depends on the product merchant's return policy plus the waiting period added on by the Affiliate Network.

Common terminology that you ought to be aware of

- Affiliates – These are the owners of affiliate sites.
- Affiliate sites – These are the websites by affiliates where product links and ads are placed and promoted.
- Affiliate marketplace – These are central databases for various affiliate programs. Such marketplaces include Commission Junction (CJ), Clickbank and ShareAsale.
- Affiliate software – These are special software used by product merchants or affiliate merchants/networks to create affiliate programs. Such software include [iDevafilliate](#) .
- Affiliate link – this is a special link produced by affiliate software that is provided to you by Affiliate merchant to track the progress of your affiliate program. This is the link that you will encourage your readers to click on to get access to the

product being promoted. It is also the link for all other affiliate ads. You must ensure that you use this link otherwise you will lose on your commission as the network platform won't be able to register and track your effort.

- Affiliate ID – this is an ID that uniquely identifies you and the product being promoted. It is typically embedded into the Affiliate link and Affiliate ads.
- Payment mode – this refers to the way you can be paid. Most common payment mode is via direct bank transfer, others include check, PayPal, Skrill, among others. It is important to ascertain whether payment modes offered by the Affiliate merchant are such that they can enable you to receive payment. If not, then, don't pain yourself working for what you cannot receive.
- Two-tier affiliate marketing – this is a kind of being a 'double affiliate'. In this case, you not only market products through an affiliate marketplace/platform but also market that platform. For example, you can market products available at Commission Junction. Yet, you can also market Commission Junction itself by encouraging people to join it as affiliate marketers. It is a concept like Multi-Level Marketing (MLM).
- Link cloaking – Link cloaking simply refers to beautifying an ugly link so that it can become appealing since it is easy to scan and much easier to master. It also involves safeguarding your link against hacking.
- Custom coupons – Custom coupons are those kinds of coupons branded by affiliate marketers. They are offered by the product merchant to the affiliate to customize as per the target audience. This helps to build loyalty and trust as the audience can feel that you have some special pricing power or bargain offer that they cannot get elsewhere. Not all product merchants or affiliate platforms offer this facility. You need to be conscious about this as one of the criteria for choosing the right product and platform.

- Landing page – A landing page is a special page built solely for the purpose of a single conversion. Thus, ideally, each product must have its own landing page. Though, a product can have multiple landing pages (probably for special discounts, special offers, specific audience, etc.). The most common type of landing pages are the subscription forms that pop up immediately or a page opens while scrolling towards the page's downward end. However, any page that is specifically created for purposes of a single conversion is a landing page, be it a pop-up page or not.
- Gravity index – refers to how many successful affiliates are promoting a certain given product. For example, if there are 7 affiliates successfully promoting a product, its gravity index will be 7. On the other hand, if there are only 2 affiliates successfully promoting a certain other product, its gravity index will be 2. Thus, the higher the gravity index, the higher is the number of affiliates actively and successfully promoting that product. It must be noted that gravity index is not based on volume of products sold but the number of affiliates successfully selling it.

How to earn from Affiliate marketing

Earnings from Affiliate marketing are based on two methods:

- Revenue share

This is an earning mode whereby the Affiliate earns a certain percentage of revenue generated from his/her affiliate marketing endeavors. Typical revenue share percentage for the Affiliate marketer can range between 5% and 40% depending on the nature of the product being marketed and the reputation of each of the parties involved.

- Commission

This is by far the commonest mode of earning. The Affiliate and the Network provider agree on an affiliate commission to be paid to the Affiliate for his/her promotional endeavors. Typical commissions range

from 1% to 40% depending on the nature of product and the reputation of the Parties involved.

Factors determining your earning potential

The greatest thing about Affiliate marketing is that it is highly flexible and unlimited. You determine how much to earn and from which source/network. There are no lower or upper ceilings, although, the ceilings can affect your cash flow.

Your earning depends on several factors. The following are the main factors determining your earning potential:

- Your resourcefulness – Whether traditional or digital, marketing is always a creative endeavor. In traditional marketing, being street-smart is always a plus. In the online marketing, being digital-wise is always a plus. Nonetheless, whichever marketing endeavor, mastering the product you are promoting, reading customer psychology to device an appropriate approach, predicting customer concerns and queries and addressing them in advance, persuasion and art of closing deal are all important.
- Your effort – Hard work pays. Every effort has a unique way of paying you. What is important is to monetize that effort. Don't dwell on efforts that you can't monetize.
- Your focus – it is commonly said that time is money. Much more important, attention is wealth. Where attention is focused is where wealth comes from. You must focus your effort to wealth generation endeavors. Some efforts may not result in quick cash, thus making one think that they are not monetizable. However, they can help one create wealth which boosts long-term income potential. For example, you can focus on creating quality blog posts over time. One blog post may not yield much in terms of monetization, but a series of quality expert blog posts in a certain niche can create a loyal following. This loyal following can result in stable long-term income streams.

- Optimization- Whatever you do, seek to optimize it. One of the best ways of optimizing your earning potential is to automate your income streams.

Chapter 3: How to Become an Affiliate Marketer?

To become an affiliate marketer, you only need to become a member of a good affiliate marketing program and start spreading the affiliate link. To make money consistently however, you need to be smart in your approach in the business.

What Tools Will I Need?

I will try to keep this as inexpensive as possible, however, there will be a little investment. As they always say; “It takes money to make money.”

Let’s list the tools that you will need first:

- An Email Account
- An Affiliate Account
- A Mass Email Client
- A Lead Page
- A Link Shortener
- Facebook Groups
- An Automated Facebook Poster

Email Account

We all know what an email account is and how it is used. You will need this in order to create accounts for the tools that you will need and to receive correspondence concerning your earning and accounts.

Affiliate Account

You will need to create an account with an affiliate website in order to find products to promote to earn a commission.

Mass Email Client

This is the tool that you will need to create signup forms, lists and your campaigns.

Lead Page

This is a single page website that you will use to capture your perspective client's email before sending them to your affiliate's website.

Link Shortener

This is a website that will shorten you long urls down to a manageable size to post across various platforms without taking away from what you have to say in a limited number of characters. This site will also provide you with statistics on how many people are visiting your page .

Facebook Groups

Nowadays just about everyone has a Facebook page and if you are already in several groups then you understand the benefits of being in them.

Automated Facebook Poster

This is an essential tool to make it easier to move on to your next affiliate program while still promoting your current affiliate links.

Setting up Your Email Account

Everyone these days already has an email account and knows how to get them and use them. It is no different when it comes to affiliate marketing, it is just as vital as your personal or business email. In order to receive correspondence relative to your affiliate accounts, set up a mailing list, and managing your campaigns; you will need an email account to do so. I strongly recommend that you set up a new email account specifically for your affiliate dealings.

You can find many different free email providers across the net such as Gmail, Yahoo, Outlook, Hotmail and many more. So, how do you decide on which email provider to use? Easy, whatever you are currently using for your personal email now will suffice just fine.

However, when it comes to setting up and sending out your campaigns, I would suggest that you go with an Outlook or Hotmail account. The reason being is that due to recent changes in Gmail's policies, automated messages coming from another Gmail account are now considered spam. By using an Outlook or Hotmail account it alleviates the problems of trying to keep your automated emails out of your subscribers' spam folders. Whatever provider you decide to go with, just make sure that you create a semi-professional email address. This way your subscribers will know where this email is coming from and why they are receiving it.

Setting up Your Affiliate Account

With most online work-at-home opportunities available, affiliate marketing remains amongst the top of them all. The great thing with affiliate marketing is that it doesn't matter who your parents are or what type of home you came from, it doesn't care about your race or gender, you still have the same opportunity as the next man. There are many websites that you can join to become an affiliate marketer. Sites such as Clickbank, Bitcoin and WarriorPlus are amongst the top sites for affiliate marketing.

To get started, all you must do is choose a site, click the sign up button and input your personal information. You will need your email address, your bank or PayPal information and your tax ID. You will need either your SSS# or a Tax ID so that the site can generate an I-9 for tax filing purposes at the end of the year. Once you have your account set up, then you can browse the marketplace to find an opportunity that you would like to promote to generate leads and revenue.

The key to finding an opportunity that will be profitable for you is to find something that is already of an interest to you. Let's say for instance that you have an interest in losing weight. Type "weight loss" into the search bar and click the search icon. All the affiliate programs that deal with weight loss will populate.

Here you will see the programs in no order. You will see a dropdown menu that will allow you to organize the programs according to gravity, avg sale, initial sale and many other options.

To find a program that will likely convert for you as a beginning affiliate marketer you will want to find a program with the following:

- High Gravity Score
- Low Initial Sale
- Affiliate Tools

The Gravity Score tells how well this program converts for the current marketers that are promoting this program. You want a program that has a low initial sale so that people that don't really know you as an affiliate marketer will be more willing to invest since the initial cost is something that they can afford to lose just to happen that the program is not a good fit

for them in particular. The affiliate tools just make it easier for you to build your campaigns and landing pages because it includes pre-written material for you. Once you have chosen a program to promote, click the link to receive your hoplink. Once you have that part done it is time to move on.

Setting up Your Mass Email Client

Your mass email client will allow you to build an email list of potential clients for your affiliate programs. The reason that you want to build a list of potential clients is that it takes at least 3 points of contact for a potential client to feel comfortable enough with you to consider making a purchase with you. Here it is vital to build a relationship with your potential clients by communicating with them via email.

Just remember that while it is important to present your product to your client, you still do not want to come across as salesy and drive a potential client away.

Here you have a few choices with a relatively small investment to obtain access to certain tools.

- **Mail Chimp**

Mailchimp dot com is a great starting point if you are willing to put great effort into sending out your emails. Mail Chimp offers a free account if your list and sent emails do not exceed a certain volume each month .

The drawback to the FREE account is that it does not include the email automation tool that is offered to premium members. However, you can have access to these tools for as little as \$10 a month until your list grows into the next bracket.

- **Aweber**

This is my personal favorite. Aweber offers you a FREE 1-month trial with access to premium tools such as email automation and A/B Tests.

This site does the same thing as Mail Chimp just on a quicker, less restrictive level.

Once you have your account set up, the next thing that you want to do is set up your list and build a form to embed on your landing page to capture your potential clients' name and email address. This is a vital part of being an effective affiliate marketer. Without this you could potentially lose numerous sales that you could've had, had you built an email list.

After this is done, you may now set up your campaigns and set the order of your emails to be sent out to your potential clients by specifying the email to be sent and how long after a client is added to your list to send them the emails.

Setting up Your Landing Page

Another vital piece of your set up is a captive landing page. What is a landing page you ask?

A landing page is a single page website with highlights of your affiliate program and a sign up form. It is important that this page contains as much information as possible without giving away the secrets of the program.

You normally have about 30 seconds to capture a lead's attention before they click away from your site. If you have this page set up correctly, your lead will not leave this page without first giving you their email address so that you may communicate with them in the future.

You can use several websites to achieve this effect. You have Wix (free), Weebly (free) and LandingPages. All you must do is go to the site create an account and choose a template to start off with. The great thing with most of these sites is that they are WYSIWYG sites. "What You See Is What You Get." Simply choose a template and use the tools that were provided with your affiliate's program to plug in the appropriate information.

Go back to the form that you built for your list and copy the HTML code to embed your form into your landing page. Select the appropriate widget to place your form and paste the HTML code into your landing page.

Once you update the information on your landing page to reflect your affiliate program's details and have embedded your sign up form, save and publish your website. Be sure to make a note of the address to this site as it will be the actual site that you will be promoting to gain potential clients.

Setting up Your Link Shortener

If you would like to know how your promotional efforts are paying off, this is another vital tool for you. A link shortener will not only give you a shortened link to promote but will also provide you with details as to where your traffic is coming from and tell you how many people have clicked on your link.

What I normally use to achieve this effect is Bitly. It is a FREE site that you can sign up for and gives you all the information that you need to make the necessary adjustments to your landing page, sign up forms, ads and email campaigns.

Simply go to Bitly and create a FREE account. Input your long URL into the shortener and voila. You will be given a shortened link and the chance to rename the link so that you will know where it is linked to. The long URL for your landing page that you created should be the first link shortened so that you can keep track of how many people have been directed to your webpage vs. how many people subscribe to your list.

Finding Facebook Groups

Facebook Groups are a great way to share your opportunities and communicate with other affiliate marketers to receive help on sharpening your marketing skills .

I am sure that you already have a Facebook page. All you must do now is type your topic in the search bar and once the results populate, click on the groups tab to single out the groups. Browse through the results and ask to join groups that are relevant to your niche.

Once you are approved to join these groups, be sure to read the pinned post to make yourself aware of when you can post ads in these groups so that you do not end up in Facebook jail.

When you are sure of these rules then you can make a list of what groups you can post in on certain days. Then, reverting to the tools that came with your affiliate program, choose an appropriate image to use with some copy that you come up with yourself.

When posting in these groups, write out about 3 sentences to capture your reader's attention. Copy this along with your shortened link to your landing

page and post with a picture in these groups. That's all to it. Once the traffic starts pouring in and your landing page starts to convert, that is when you will start to see the profits of your efforts.

Setting up Your Facebook Auto poster

Toolsstar is a great tool that is very inexpensive to have in your artillery and makes promoting seem effortless.

Simply go to the website, create your account and follow the steps to set up an App for your Facebook page. Once this is done, then you must copy the App ID and Shared Secret to give your Toolsstar account permission to post to Facebook on your behalf.

Once you have followed the steps in the video you are now ready to add your Facebook Groups to your account and create a promotional list.

Once again just follow the steps on the website to add the groups. Then, segment your groups according to what days you can post in certain groups or however you see fit.

Then create your first campaign by including your copy that you have written, an image, the shortened link to your landing page and a description. When this is done successfully, you can now go to the post and schedule tab and set it up to auto post to Facebook Groups for you with little to no effort.

Chapter 4: How Do I Create A Success Strategy with Dropshipping And Affiliate Marketing?

Unless you're only using third-party marketplaces, which isn't recommended for those aspiring to make very large incomes with dropshipping, then marketing your dropshipping business is going to become an important part of the equation. How do you reach the target audience for your niche? Furthermore, how do you manage this without completely breaking the bank starting off and maximizing on your investment even if you have plenty of money coming in to justify the cost? While there are a lot of benefits to paid advertisements, the best advertisement is having a platform together in your many interactions online.

Search Engine Optimization

We've mentioned search engines optimization quite a bit, especially regarding keyword research, and it cannot be stressed enough how important it is to play nice with Google. Ultimately, it is my advice to pay an SEO expert to give your site a once-over and give you a plan of action to improve SEO after you have some content available already.

There are several things that Google looks for when trying to rank your website within the search results:

- Create content. Having content is key to Google indexing your website. Not only do you need content on your site, but you need this to be original content that is not duplicated from other parts of the internet. The more content, the more Google can index, and the more this is original, the less you're penalized for potential plagiarism.
- Keywords. Google looks for keywords and key phrases for obvious reasons, but how you handle these can matter a lot more than you might think. It is important that you're not overusing keywords in an unnatural way. Use a keyword no more than once per 100-300 words, especially if it's unnatural for it to be used so much in the content.

- Images and videos. With Google, images and video will work with their image/video searches if you've utilized them well. This can create an added method of people finding your site, and that also helps your site itself go higher in the page rankings for search results.
- Backlinks. A backlink is any link to another website. The more reputable and higher in the page ranking for Google the sites that link your page, the better these helps you reach higher into the page rankings as well. There is a lot of confusion about backlinks and people will very often have links blasted out to any websites possible. This process is sometimes detrimental to your website, as cheap services for this will often rely on old styles of SEO that no longer apply and end up putting your website links on sites that aren't helping you at all. It is wise to only gain organic backlinks or at least work with a SEO professional.
- Technical stuff matters. The great thing here is that Shopify has their technical aspects together. If your online store is not with Shopify, you will really need to hire a SEO specialist that knows about web design to help you determine if there are any poorly coded portions of your website that need to be updated to allow for the best overall experience for the user and search engine optimization.

There is a lot more to SEO than just understanding these terms and utilizing them, but the general thing to take from this is that you need original, high-quality content that utilizes images, videos (if possible), and is highly compatible with various web browsers and operating systems. SEO is an organic way to drive traffic, but it is more of a long game than paid advertisements.

Blogging

Adding a blog to your operations is a great way to help add a lot of content to your website, host product feedbacks, and engage with your demographic. Blogging is an excellent place to utilize SEO, and it gives customers a personality behind the company if done well. The approach

you take to blogging can vary. Some will post several times a week, some post only once a week, but the key here is consistency. It makes sense to have a publishing schedule, or it is all too easy to not publish anything at all.

Establishing a blog within your niche that is an authority on related topics is a great way to draw people into your website and thus into your store. It gives you a chance to offer people value even before you ask them to buy anything directly, and it allows you introduce yourself into the community. For a niche that you're not truly familiar with, or if you're a shoddy writer, or if you simply can't make the time, you can always hire a contractor to help write your blog posts. My advice here is to find one that provides an intermediate price for great writing and has some personality that can be interjecting into all the posts. If not using a single writer, then the ideal situation is having a single editor instead, but a very good blogger for hire may not even require much editing, so it's worth paying a little more to avoid low quality content.

Social Media

Social media is almost a requirement for businesses these days, and you would be foolish as a niche store owner not to utilize social media in some manners. The ideal situation is that you will be able to integrate into the online community for your target audiences, either by joining it or working to create a place for them. Creating a place for them, such as a Facebook group, may be the better option, especially if you're great at engaging people over the internet.

Not only does this help you gain some insight into your demographic and feedback on your business, but it also helps establish you as someone that cares within the community, should that apply. This can be a lot of work, but slow and steady is the secret to making it function largely on its own. Like other platforms, you can always hire a contractor to help with this.

At the end of the day, you must remember that content is king. You cannot simply spam and make snarky comments and expect too much in return. You need to help to provide value first and foremost, and then you can promote your business.

Email List

Having a mailing list helps to send out messages to customers that were willing to sign up for a mailing list, and it has long been touted as one of the most popular ways to gain and keep an audience online. You can promote your mailing list on your blog, on your store page, and of course on social media. The easiest way to gain mailing list subscribers is to offer them some type of value. This can be a coupon code, a free eBook, exclusive deals and content, etc.

Handling your mailing list is best done through services like ConstantContact or MailChimp, which are not going to be free, but are much more powerful than attempting to copy and paste a ton of email addresses into your Gmail account.

Product Reviews

Product reviews can make or break a sale. Allowing these on your ecommerce store and making sure to stock great products is a keyway to encourage customers to help do the selling for you. Just remember that it is not savory to pay for fake reviews.

Paid Advertisement

Perhaps the easiest and often most effective way of advertising is paying for ad placements within search results, social media, and on other websites. This can be an expensive route to go, but a well-crafted ad campaign can often bring in traffic you simply cannot gain from other methods. Paid advertisements deserve a book to themselves in their complexity, and if the money is there, paying a marketing expert to help with these may be cheaper than trying to guess and check on your own.

The number one method for creating a good ad campaign is to create several ads and compare them to one another. The ones with better results get tweaked further and tested again. This is often referred to as “A/B Testing.” These ads may only be slightly different from one another, but the results will speak for themselves.

The most common advertising services to use are Google AdWords and Facebook Ads. Obviously, Facebook Ads places ads in front of people in social media context, and in many ways, this is a great benefit because it is easier to target people that have listed specific interests, ages, and other demographic information. Google AdWords can propagate your ads across

search results on the world's largest website, and it also places ads for you on other websites that are relevant to your content and products.

Outside of these two ad services, there are others that are widely ignored by the less experienced. This includes most notably Bing Ads, which works to place your advertisements on search results for both Bing and Yahoo, as well as websites like Google Adwords does. While the direct reach may be less than more popular methods, the cost per click or cost per results are much lower in many instances.

Those keywords that you have learned about along the way are going to be of great use during setting up paid advertisements. With the Google Keyword Planner, the level of competition and the average cost per click is given to you directly for these keywords, helping you understand how the search volume and your placement within those search results is going to help you gain exposure.

There are many other paid advertisement methods worth looking into as well, and ultimately, as long as you're striving for high-quality content, great products, and a pleasant user experience, advertising your entire store or specific products through this method is the fastest way to see results. If your sales content is sales-worthy, it will be greatly worthwhile to invest in advertisements.

Don't Spam

The one major lesson you must understand is that spam does not usually make sales, and it's technically illegal to attempt to be disingenuous with your marketing efforts. Posting comments on every Facebook post isn't going to drive that much business. Posting in forums only to promote a store isn't usually going to work either. If you're going to use these routes for promotion, you need to truly be involved and engaged with those in the community that constitutes your market.

While there is a lot more to marketing than these general overviews, this is going to set you up for putting together a marketing plan that will work for your budget, your target audience, and your goals. I do not suggest relying too heavily on only paid advertisements, just like I don't suggest only focusing on SEO. A well-rounded approach to marketing and engaging the consumer is the best way to move forward.

Chapter 5: Things to Sell Online: How to Find Products to Dropship

This is a crucial step in this type of enterprise. You see, even if you already know the niche that you want, you may not know exactly what products to sell. There could be hundreds (and sometimes even thousands) of products to choose from even in a well differentiated sub niche.

What you are looking for are not just products to sell but products that will sell. You may not have an inventory to keep in dropshipping, but you are trying to save up on listing space on your site instead.

Here's another old time trade secret or rule of thumb that you should follow when selecting a product – you should let your target audience be the deciding factor. You're trying to sell to them and fulfill a need that they have. That is why they will proverbially decide which products you will list on your ecommerce site.

That is why one of the things that you should do is to look for customer feedback, trends, Google searches, and online chatter. The goal is to find products that people are interested in .

Characteristics of Products That Sell Better in Dropshipping

Is it possible to sell any product in a dropshipping business? The answer is yes. You can pretty much sell anything you can find on the internet—you can even sell toothpicks online too if you want.

However, it cannot be denied that there are certain products that will sell better in a dropshipping business and there are products that won't. Here are some of the characteristics of products that you should look out for:

- The retail price of that product should be anywhere within \$15 to \$200 (this is known as the sweet spot for the price of products in ecommerce)
- Products that can be sold all year round—seasonal products don't sell that well for dropshipping.
- Any product that weighs less than 4 pounds is great for this business model (consider the shipping prices)

- Products that are about the size of a shoebox or those that can fit in a shoebox sell quite well (i.e. anything that is small and lightweight)
- Products that are easy to compete—that means they do not belong to a niche that is already dominated by major brands.

Unsaturated and Minimal to Zero Major Brand Presence

Remember that you can't capture a good portion of the market share when you're a small business when you have a major brand dominating and saturating the market. For example, don't expect to win against Apple or Samsung by dropshipping a different brand of smartphone.

International ePacket

There is what is known as the ePacket limit—4.4 pounds. Staying within this limit prevents you from paying extra for shipping your products.

Note that the ePacket has minimum and maximum size limits. See the following table:

Minimum Requirements	Maximum Limits
Length: 14 cm (for boxes)	Length + Width + Thickness: 90 cm (for boxes)
Width: 9 cm (for boxes)	Permissible Difference (boxes): 2 mm
Permissible difference: 2 mm (for boxes)	Maximum Length (box): 60 cm (permissible difference of 2 mm)
Length + diameter x 2 = 17 cm (minimum dimensions for rolls)	Length + Diameter x 2 = 104 cm (max dimensions for rolls)
Minimum length (for rolls): 10 cm	Maximum length (for rolls): 90 cm (with permissible difference of 2 mm)

Seasonal Products

Seasonal products are great if you already have a well-established ecommerce store. However, if you're just starting out, seasonal products will reduce your store's selling power when the products are not in season.

Potential Profit Margin

You should always consider your potential profit margin. Products that sell less than \$15 have been observed to reduce your profit margin even if you sell them in masse. However, any product that is priced over \$200 is usually difficult to market especially if you want to hit volume sales.

Of course, there will be a few products that will be exceptions to these rules. And you won't find a lot of those.

Products with Quality Suppliers

We will just touch on this lightly just to point out how important a factor this is when selecting a product .

Even though a product looks like a good item to market (it is popular, it solves a particular need, and there is a huge demand for it) but if you can't find a good supplier for this product then it might not be a good option—for now at least.

Potential for Creating Repeat Customers

A great product should be able to create repeat business. This is a factor that tends to get overlooked.

What this simply means is that a good product is one that should be able to make a current customer come back to your store and buy again. That repeat business may come in the form of a part or material that needs renewing or when the actual product runs out (i.e. it is consumable).

For instance, maybe you found a Vitamin D3 supplement that sells well and has very little competition. This is a potentially good product since it can create repeat purchases from your current customers.

After they have consumed all the Vitamin D3 capsules in one box, they will need to buy another pack or box. That is an example of a repeat business.

Another example is a pocket photo printer. Sure, you already sold the printer one time (and it will last for years). However, it will require ink and a specific size of photo paper that you will also supply. Both the ink and special photo paper creates repeat business .

Fewer Breakable Parts

One of the frequent issues that dropshippers experience is shipments that get botched which end up having products getting damaged upon delivery.

You can say that the delivery of the goods is out of your control. And it is. However, if you ensure that you select a product that has fewer parts—and fewer delicate parts at that—then you are in a way reducing the likelihood of returns and negative customer feedback.

Choose products that are sturdy with few peripheral or removable parts. You can't rely on a delivery company's ability to ensure that the product will arrive at its destination in one piece.

There is also another thing you can do. You can choose a supplier that is known to provide quality packaging. Some good quality third party providers can do more than just wrap the product in bubble wrap.

Additional Tips for Selecting Products for Dropshipping

- Survey all the products in your niche
- Cross reference the potential products that you have found with the best-selling products (do a comparison)
- The products must fill a need from actual customers

Mistakes and Pitfalls to Avoid

Don't be too hard on yourself if you make mistakes especially when choosing a product to market. In fact, you may even find yourself going back to the drawing board on occasion.

We will make mistakes when we do this business and it is okay. The mistakes that we make will become our teachers—a very hard and cruel teacher at that. They will eventually help us improve.

Now, to help you avoid making major blunders, one shortcut is to learn from the mistakes that other marketers have done. Pioneers are there not only to point the way to where you should go but also to show you the pitfalls that you should avoid.

Here are some of my biggest mistakes that you should watch out for:

- Choosing a product that is highly competitive

Now, this I should say is a very common beginner mistake. I think every dropshipper will make this mistake one time or another.

How did that happen for me? There was a time when I thought I stumbled upon a great product—Bluetooth speakers .

I thought that it was a great product to sell online. Besides, I knew a lot about them. I owned several of those speakers myself.

I scoped the competition—I saw that there are lots of people who are selling them on eBay and on Amazon.

I check for search words and look at that it's a hot product. There have been thousands of searches for Bluetooth speakers in the last months and the trends show that there is a regular and steady interest in the product.

On top of that a lot of people are looking for it on social media. I noticed that there were people posting these goods on Facebook Marketplace and a lot of inquiry has been made about it at the time.

I thought the product was a winner, that maybe I could get a slice of the proverbial pie. Sure, there are lots of other retailers who are already making profit from it and of course they have already grabbed a portion of the market share.

I thought that there maybe a few hundred folks out there who are looking elsewhere. And that is where I thought I could position myself.

Was it a good idea? No, it wasn't.

I have since learned that trying to squeeze my way into a highly competitive niche is a mistake waiting to happen. Sure, there is a possibility that I can grab at least a tiny portion of the market share.

But I didn't count on the price war that will happen against the competition. I was new and they were well-established. They can keep on going even with rock bottom returns, but I needed the money to support a growing business.

Long story short—I ended up folding under the pressure.

- Selling knock-offs

I'm not saying that all Chinese made products are knock offs. It doesn't have to be made in China or some other country in the pacific. Knock offs can be produced anywhere.

Now, the thing is that you will eventually find suppliers of knock-offs and imitations. Somehow the FBI still hasn't caught them yet (or some other agency that oversees catching them).

Don't get me wrong. There is a market for counterfeit products. People buy that stuff. There is no doubt about it.

However, here is advice from personal experience—stay away from knock offs. It didn't happen to me but from what I learned from another colleague; you can get into some serious legal trouble if you sell those things online .

That is why you should research your suppliers carefully especially if they're new or they claim to sell the same products at very low prices.

If their offer is too good to be true, then you can bet your bottom dollar that it is. Chances are they are selling counterfeits. Oh, they can get away and just setup another supplier website. But if you are a beginner and you have just started a brand spanking new sole proprietorship then the legal consequences stack up against you.

Big tip: don't do it—ever.

- Marketing a designer product

Designer products include any kind of big name brand out there. They can also be very tempting to sell because people are always looking for them.

On top of that they are also very expensive products—which you may think could allow you to jack up your markup value. Another big piece of advice—don't try selling them either.

That's from experience as well. You think that you can increase your margin with designer products? Here's some solid truth – the profit margins for these products are very low .

They're okay for big brands and big stores because they can live with the low ROI. They have deep pockets that they can hold on to. Not you—not the dropshipper.

First off, your buying power is at stake. What if there are returns? Large retail stores can do that because frankly they have bigger funds than us

smaller retailers. Unless you have that you shouldn't dabble in these products especially when you're just starting.

- Best Dropshipping Products So Far

I have saved you the trouble of looking for some of the trending products to date.

Note that you can check these products with Google Trends and Keyword Planner to see if they are still viable for selling in dropshipping.

Here's the list:

Chapter 6: Where and How Do I Find Reliable Dropship Suppliers?

Not all suppliers are the same, some are excellent, or good while others are mediocre or worse. This is the reality that faces all new dropshipping companies and you need to know right from the start what to look for in suppliers, how to handle suppliers and what you need to avoid.

Be Legal Before You Contact Suppliers

You need to set your business up correctly in all legal aspects and have all your paperwork in place when you start sourcing and contacting potential suppliers and wholesalers. This is essential as suppliers will ask for proof of your legality before they will consider doing business with you. It is okay to start asking basic questions, suppliers are used to entrepreneurs looking for information and will give you answers without demanding proof that you are a legal company.

Suppliers and wholesalers will not do business with companies they have not approved, and for that approval to be granted, you need to be legally incorporated and have complied with all state laws. Sadly, the wholesalers have learned the hard way that too many people try to scam them. So, make sure all your paperwork is in order and you will start out by building up good relationships with your suppliers.

Successful Online Search for Suppliers

Suppliers and wholesalers are known to be quirky and very individualistic and to find the ones you really want to do business with will take some innovative searching. It is not the case that suppliers are trying to hide away from entrepreneurs; they simply march to their own drummers. You therefore need to do some serious searches and use the following guidelines to achieve the best results.

In-Depth Searches

Suppliers do not consider marketing to be a top priority for their products. You will have to patiently dig through many search results to find the information you need. Most often the official website of the supplier will only be found for example on Page 6 or Page 10 of the search results when searching for a specific product. Persevere and you will reap the benefits.

Modify Your Search Criteria

You must modify your searches; it is not enough to just search for supplier X or product Y. Your search results will be mediocre at best. Make lists of synonyms for example for wholesaler and supplier and do a search on each of the synonyms. Use alternative wording and different search phrases to get the best search results.

Functional, Not Appealing

Usually when you land on a website you look for things that you find appealing, items that catch your eye immediately and websites hold your attention with snappy web content and high quality photos.

Wholesalers and suppliers have websites that are minimalistic and functional and often look quite old fashioned and antiquated, especially to young entrepreneurs. They are fully aware that clients need them and will look for them, so they do not waste their valuable time and resources in creating websites to entice potential clients. Learn to look past the outward appearance of their websites, it is not an indication of a bad supplier or mediocre products on offer.

Convenience of Paid Supplier Directories

Making use of supplier directories is a topic heavily debated as some people feel that it is an extravagance and something you won't be using again once you have settled upon your suppliers. There is no right or wrong answer, it is a personal choice each entrepreneur makes.

These databases are extremely convenient to have on hand as they are organized and categorized so you have all the suppliers together for specific products and regularly updated. Most of the top organizations that offer paid supplier directories also screen the companies before they enter them into the directories to ensure that all their listings are legitimately operating suppliers and wholesalers.

Another benefit of using paid directories is that you have access to many alternative suppliers for your niche products should you have an emergency and need to switch suppliers quickly.

Supplier directories are not an essential necessity for your business but a reliable and convenient tool to have when you need it or when you want to start scaling your business.

A Trick of the Trade to Keep Handy

When you are really in a bind, you can use the well-known trick of placing a very small order with one of your competitors in the dropshipping businesses. This can really help you if you need to find a supplier but have been unsuccessful.

Once you have received your order from your competitor, it is quick and easy to do an internet search of the return address on your package and it will give you the info of who originally shipped the package to you.

Build Credibility with Suppliers

Credibility is a vital currency in the ever-changing world of e-commerce that you must have to make a success of your dropshipping business. To understand how important this is, you must put yourself in the shoes of suppliers and wholesalers. They constantly must deal with eager entrepreneurs who may or may never become their client. They do not have the time or inclination to deal with persons who are not even sure of what they want and often try to use the supplier as a free sounding board to answer questions and give free advice.

Be decisive and professional when approaching a supplier. Do not be vague about your business goals and do not start demanding terms and discounts when you have not even started placing orders with them.

Credibility cannot be demanded; it must be earned through interaction with the supplier over a period. Should you be overbearing and demanding when you are just starting out with a supplier you will be labeled as an annoying upstart to be avoided whenever possible and you will not be able to shake off that negative reputation easily.

Get Personal, Pick up the Phone

We live in a world of instant communication via email, chat programs and social media without ever having personal contact with people. When you are sourcing a new supplier, change your mindset and make personal contact by picking up the phone. Speak to them, hear their voice, and you will find people are far more approachable than keeping it impersonal words on a screen.

Suppliers are used to answering questions from customers and will accommodate you, and this will help to build a good rapport between you

and the supplier. If this is a new supplier and you feel nervous approaching him for the first time, makes notes of questions you need answers to.

Place Test Orders

When you want to place orders with a new supplier, it is good business sense to not jump in blindly, for even if you had done in-depth research and feel confident in the ability of the supplier to complete order fulfillment successfully, you need to test the waters.

Place small orders for the first few orders so that you can observe how this specific supplier or wholesaler operates his business. This will enable you to observe how smooth the ordering process is handled by the company and the time taken to ship orders to your customers. Take note of how quickly the supplier issues tracking data and how efficient the company billing department is in issuing an invoice to you.

You can get feedback from your customers regarding the packaging used and gauge their satisfaction with packaging, shipping and delivery.

Attributes to Look for in Suppliers

When you select your suppliers, you need to be sure that they are reputable and reliable. You cannot entrust the success of your business to a supplier who is careless or has a reputation for being late with shipments. Suppliers play a vital part in any dropshipping business and you must know the supplier is dependable. So, when you must decide if a specific supplier will perform his role successfully, use the criteria below as your yardstick. What you should aim for is that your intended supplier has most of the needed attributes, if not all.

Well Trained and Informed Members of Staff

Competent suppliers that have experienced staff who can professionally answer questions about the products they sell. If the sales staff cannot fully answer questions about the industry they represent or the different products they market, it reflects badly on whether the supplier operates a well-run company. You need a supplier you can rely on, especially when you are a new business or when you start scaling into a new niche you do not have detailed knowledge of.

Up-To-Date Technology

All the forms of e-commerce rely heavily on modern technology. Make sure that the prospective supplier has kept up with the technology needed to

make the process from ordering through shipping to delivery run smoothly. The supplier's website does not need to be fancy; instead, it must be super functional, so check whether he has invested in the following necessities for online trading.

- All-inclusive online catalog.
- Data feeds that can be customized to suit the specific needs of clients.
- Accessible real-time inventory.

Location, If Using Suppliers inside the Country

When you make use of supplies that are local, you need to look at exactly where the supplier is located. The more central the supplier's location it, the more beneficial it is for your business. It is well-known that local shipping very often takes longer than shipping into the country from overseas. If your supplier is central, it cuts down significantly on shipping time. Less shipping time often means lower shipping fees and happier clients.

Preferred Method of Placing Orders

Find out the various ways that the supplier accepts orders. You do not want to be restricted to placing all your orders telephonically. This is not very convenient as you are restricted to business hours only.

Should you be limited to only placing orders manually through the supplier's website, the ordering process is slow and takes a lot of time. You need the third option of placing orders via email to free up more time that you can spend productively doing other tasks.

Dedicated Support Staff to Deal with You

If you must deal with a different support staff member each time you have to call the supplier, it becomes very frustrating. You must repeat yourself over and over as the staff you deal with has no knowledge of the reason you called before. This is hugely problematic when you need to resolve any problems and time- consuming. A competent supplier will allocate a specific support member of staff who deals with your orders and queries.

Suppliers and Wholesalers to Avoid

There are several revealing indicators to warn you to steer clear of a specific supplier or wholesaler. Rather look for another supplier who operates his business ethically and without does not pressure clients with dishonest schemes. Be vigilant and avoid getting involved with suppliers as soon as you pick up any of these signs.

Negative Feedbacks

Check the supplier's website for negative feedback given by clients and check social media to see how many complaints clients have had. Consumer complaints websites give you a good idea of the feedback concerning a supplier.

Bulk Quantity Products

Companies that specialize in the sale of very cheap bulk products does not inspire confidence as a preferred supplier for your dropshipping business.

Demanding Ongoing Fees to Be Able to Do Business with Them

Suppliers who demand ongoing fees from you for the "privilege" of doing business with them are to be avoided at all costs. This is a form of coercion that you should not fall prey to.

Abnormally High Pre-Order Fees

Pre-order fees are a part of life for all dropshipping businesses and these fees fluctuate according to the type of order you place regarding the size of the order, whether it is a bulk order or a very complex order. What is not normal is a supplier that charges pre-order fees that are far higher than the norm; this is not an ethical business practice.

Non-Negotiable Minimum Size Policy

If a supplier is not willing to be flexible regarding his minimum size order policy, this company is not suitable for your dropshipping business. Many suppliers are prepared to charge you the minimum size fee upfront and then fulfill your order quantities over time as your customers place orders with you. Make sure about what you can expect before you start using a supplier.

Chapter 7: How Do I Choose the Right Sales Platform for Me?

There are several e-commerce platforms that dropship retailers can use to market their products and promote their business. As a dropship retailer, you need to do some findings on these platforms before you can opt for the right one for your business. Some of these platforms focus more on specific products. And, if this is not taken into consideration, you may end up selling your products via a wrong e-commerce platform. Most times, customers have reservations when it comes to shopping online for specific products or items. Learn what sells more on each platform so that you will know the best place to sell your dropship products. In addition to this, you must consider the shipping costs and other conditions that guide their shipment. Learn what it will cost to have ordered products shipped to the doorstep of the customers. Verify the number of days or weeks to get the items delivered. Check for the available shipping methods of each platform so that you can compare their shipment costs. All these things put together will help you opt for the best platform for your business. After all, you are in business to make your own profit. Running your dropship business on a wrong platform can affect your business negatively. Perfect your findings and act on it.

With an e-commerce platform, you can build your own online store with only a few clicks. But you will have to start from scratch if you are not using an e-commerce platform to build your store. Starting from the scratch may not be easy, as you already know. This is because you will have to build everything from the beginning, and this means you will be ready to write tons of lines of codes. More time will be needed to do this since you will have to test the platform after it has been developed. All the features you need in an ideal online store are readily available on the e-commerce platforms. As expected, some of these platforms will charge you for using their features. But, many of them offer free services. So, as a beginner in the business of dropshipping, you may have to use free e-commerce platforms. When you have made some money from the business, you can opt for other paid e-commerce platforms. Also, on these e-commerce platforms, you can easily upload the products you are selling, as well as their unique qualities. Customers tend to consider these things before they order any product

online. Price, ease of usability, compatibility, and availability of quality support service systems are a few things you may have to consider while choosing the right e-commerce platform for your business. Having said that, let us now look at some of these platform platforms one after the other.

WooCommerce

WooCommerce is an amazing e-commerce platform for online business. Currently, it is ranked as the most used e-commerce platform around the world. Over 28 percent of the total online stores around the world use the platform to sell their products. It is a free-for-all e-commerce platform, and this could be the reason why many businesses use the platform to boost the sales of their products. Besides, its plugin is very easy to install. With just a single click, the whole process of installing WooCommerce application can be perfected. This makes it best for non-technical users. Customers too can easily place their orders via the platform. As a dropship retailer, this could be all you need to run a successful dropshipping business, especially if you are looking for a cost-effective platform to market your products. As said earlier, the chosen e-commerce platform should be almost free, and easy to use. It should run a 24/7 efficient support system and must also support all dropshipping plugins. Besides, the platform should facilitate management, and must provide help in the growing of one's business. On user friendliness, WooCommerce has a simple GUI interface. This interface is so simple that anyone can understand it. Being the darling e-commerce platform of many bloggers, WooCommerce is built on WordPress.

Users on the platform can easily add multiple add-ons, free of charge. With just a few clicks, users can install WooCommerce on WordPress, and launch their business at ease. Also, in the area of support, WooCommerce can boast of seasoned designers and developers. These designers and developers are doing all it takes to promote the platform. Because of this, a whole lot of materials on installation and support on the platform are readily available on the internet. This, undoubtedly, remains one of the reasons more people continue to use the platform to boost the sales of their products. In the area of price, WooCommerce can be used free of charge. Being a plugin of WordPress, users who have WordPress installed on their personal computer can get it installed, free of charge. Also, since it hosts millions of online stores already, you can locate several notable e-commerce websites via the platform. Singer, All Black, and Weber Grills

are some of the famous e-commerce websites that are available on the platform. All these features put together have made the platform an amazing one for prospective dropship retailers.

Magento

Magento is also a lovely e-commerce platform. Only WooCommerce is ranked higher than it, in the area of usage. But it may not be suitable for beginners because of its complex nature. Although it is a complex e-commerce platform, it is a powerful platform to market your products and promote your business. Knowledge of basic programming language is required if you intend to use the platform to sell your products. And apart from that, you are expected to understand how Magento store development is run or you hire some developers to handle that for you. But, from the look of things, you may have to back off if you don't know the basic programming language, or you have no money to hire people who do. On user-friendliness, Magento, being an advanced e-commerce platform, has a user-friendly design. It can be used to create a befitting e-commerce store by anyone who wants to venture into dropshipping business.

But help will be required in order to solve errors that will arise while updating Magento. So, because of this, complete beginners in the business may need to go for other e-commerce platforms. Also, in the area of support, the platform has an official forum where Magento developers and designers render help to the newcomers. Users can also get help via its multiple off-site channels such as YouTube channels, blogs, and forums. Help got via these sources are enough to see users past the hurdles of having their dropshipping stores developed via the platform. With a little assistance, everyone can use the platform to power their online stores, free of charge. A whole lot of dropship retailers and manufacturers use the platform to sell their products online. But, as already pointed out, newcomers into the dropshipping business, who are not tech-savvy at all, may not enjoy the platform.

Shopify

Shopify is quite popular among many notable dropship retailers because of its amazing features. It is considered as one of the most powerful e-commerce platforms for dropshipping around the world. Currently, it hosts about 500,000 reputable e-commerce stores, and dropshipping websites. Product import and order fulfillment has been made quite easy on the

platform after it officially acquired Oberlo. Oberlo is a dropshipping plugin that boosts the sales of products online. Most users of this platform are technically unsavvy. You don't have to know all the technical tricks of the internet before you can sell your products via the platform. This makes it an amazing platform for beginners. And, as a beginner dropship retailer, you can easily promote your business and market your products via the platform. Shopify is a user-friendly e-commerce platform. Users can easily sign up on the platform and start adding their products almost immediately. Pre-filled pages such as About Us, Privacy Policy, Return Policy, Shipping Information, and Shipping Calculator are provided on the platform for users to enjoy.

All these features can assist users to set up their online stores on the platform. Its amazing 24/7 email, phone, and chat support have made it one of the best e-commerce platforms in the world. In addition to that, Shopify has its personal official forum, where users can seek help. But, since Shopify is a proprietary e-commerce platform, help may not be forthcoming for issues relating to custom development. In the area of price, users pay to use the platform. On Shopify, users can opt for three plans, with costs ranging from \$29 to \$299. Advanced Shopify is available for enterprises that crave premium services. Despite all this, Shopify still serves as host to many top dropshipping stores around the world. Also, it is hosting a whole lot of websites such as Negative Underwear, Flat Spot, Popcorn, UgMonk, and a host of others. Being a newcomer in the dropshipping business, you may have to avoid this platform because of its cost. But, apart from that, it is a good e-commerce platform to promote an online store and sell its products .

BigCommerce

BigCommerce is amazing too. It is a hosted e-commerce platform where you can get your products sold. More than 50,000 small businesses use the platform to market their products, in addition to over 2,000 enterprises that already sell their products via the e-commerce platform. Its user-friendly interface and quick e-commerce setup process made it unique, among its peers. Being a hosted e-commerce platform, BigCommerce is more affordable than Shopify. It does not charge users any transaction fee, and users have unlimited access to their accounts on the platform. This, of course, is just one out of the numerous prominent features offered on the

platform. This has made it an amazing e-commerce platform for new startups. It is free, easy to use, and maybe all you need to run a successful dropshipping business.

On user-friendliness, BigCommerce is very simple to use. And, if you like, you can start with a trial account, and you will find it very easy to use. On the platform, you will see amazing themes to use, and above all, these themes are free of charge. Based on how you want it, you can easily customize the layout of your store on the platform. BigCommerce offers virtually all the support services that are available on Shopify. These include, but not limited to, email, chat, and forum. Like Shopify, BigCommerce is a paid platform. Payment for its three basic packages ranges from \$29 to \$250. Also, the platform has an enterprise version but the price for this version is not made public. If you want to know the cost of the enterprise version, you will have to put a call across to the BigCommerce team. Nine Line Apparel, Marucci Sports, Toyota, are some of the top-notch companies that use the platform. Just like Shopify, BigCommerce may not be suitable for you, as you prepare to venture into the dropshipping business. But, if you can afford it, fine.

OpenCart

OpenCart is another beautiful e-commerce platform for dropshipping business, and it is very easy to set up. You don't have to be a computer guru before you can set up an OpenCart store. On the platform, you will have access to multiple free and paid plugins, and themes that can be used to boost the sales of your products. In the area of user-friendliness, OpenCart is a very good e-commerce platform. On its administrative dashboard, users can have access to its amazing analytics, payments, and order volume features. It has a point and click interface, and this makes it a perfect platform for users that are not tech-savvy. In other words, it is an e-commerce platform for everyone. In the area of support, users are offered tickets and email support services via the platform. Besides, OpenCart has a forum, where users can get help to tackle problems faced while setting up their stores on the platform. Although you will have to pay before you can host your store on the platform, OpenCart can be used free of charge. Fans by Fans, 6 Dollar Shirts, and the British Red Cross are some of the prominent e-commerce stores that are using the platform now. This

platform is very good for people that are just coming into the dropshipping business.

Doha

Doha is an amazing dropshipping platform. Already, it ranks high in the list of the most comprehensive dropshipping companies around the world. It has a comprehensive directory of manufacturers and wholesalers. Without having to partner with the available dropshippers, you can add all the products you want to buy on the platform. On a normal day, you may have to partner with over 20 dropship suppliers before you can add your desired products to your online store. On Doha, you only need to locate the products you want to sell, add them to your site, and start selling them. Doha ensures that suppliers are contacted in order to send the products to the doorstep of the customers. And, most importantly, you won't have to pass through the stress of managing the orders of your customers. Part of the benefits you get when you use this platform is access to over 2 million products from about 200 dropship suppliers, organized lists of products for bulk export, email updates on supplier's discounts, new suppliers in your selected niche, as well as trending and seasonal products. But Doha is a paid dropshipping platform. Its Basic Package goes for \$29 per month. You will have to pay \$69 per month for its Advance Package, just as its Pro Package costs \$249 per month. As a result of this, a newcomer into the dropshipping business may not be able to afford it .

Oberlo

Chapter 8: Dropshipping on Shopify



One way that you can do dropshipping is through a website that's known as Shopify. Before we get into how to set up your Shopify account, we should first go over how much this service cost. Remember, applications like Shopify and Amazon FBA are going to allow you to bypass having to learn any programming or website configuration techniques; however, this convenience is not going to come without a cost. As it currently stands, Shopify prices its services at the following cost, depending on the type of account that you choose to open. Additionally, the cost of Shopify is going to depend on whether you plan on allowing credit card transactions, and whether you're going to be using Shopify in a physical store or strictly online. It's more than likely that you're going to be using Shopify strictly over the internet, but if you decide that you're going to be using Shopify in a brick-and-mortar store, know that this is going to influence how much you have to pay for it. A breakdown of the cost of using Shopify can be seen below:

- **The Most Basic Account:** The most basic Shopify account is going to cost you \$29 per month. If your business is only going to be online, then any credit card transactions that you complete for your customers on Shopify is going to cost you 2.9% of their total cost, along with an additional 30 cents. In addition to charging a credit card transaction fee, receiving money from your customers in the form of PayPal or another type of transaction tool is going to cost you another 2.0%.
- **The Middle-of the-Road Account:** If you're willing to pay \$79 per month instead of \$29 per month, you're going to benefit from only being charged 2.6% on any transaction that is made with a credit card plus an additional 30 cents. Using external payment methods like PayPal will only cost you 1% instead of 2%.
- **The Most Expensive Account:** The most expensive account that Shopify offers is going to cost you a whopping \$300 per month. Credit card transactions will cost an additional 2.4% with the same 30-cent charge that has been seen in the two other account types. Lastly, you will only have to pay .5% on any money that is gained through mechanisms like PayPal.

As you can see from the description of each account-type price above, the phrase, "You have to spend money in order to make money" is true even when it comes to developing an online dropshipping business. If you ultimately become sure that you want to open a Shopify account for your business, you need to think about how much you're going to charge your customers based on the amount of money that you're going to be paying Shopify each and every month. For example, you can certainly add the percentage cost of a transaction fee into the price of the product that you're selling, but if the price of the product becomes too high then it's likely that your customer is going to look elsewhere for it. Now that you understand the pricing that's involved with opening a Shopify account, we will now go through all the steps that you need to take in order to open one up for yourself.

Step 1 to Using Shopify: Figure out How You're Going to Be Using the Shopify Application

This first step involves figuring out how you're going to be using Shopify, based on the information that was presented in terms of price along with a few other factors. When you're first starting to use Shopify, it's recommended that you start with the \$29 option. This way, if it turns out that you don't like the Shopify platform, you won't be spending almost \$100 to figure it out. In addition to figuring out the type of account you're going to open, Shopify is also going to ask you questions relating to taxes. Your answer to these questions will depend on the state in which you'll be doing business.

Shopify will also want to know how much money you plan on earning with your account with them. You should try to answer this question to the best of your ability. To answer this in the most accurate way possible, you will first need to figure out the price that you're going to charge for each of your products. You should take your account type into consideration when you're determining this number. After you've calculated what you're going to charge for a particular product, your next step should be to divide this number into the average amount of profit that you think you're going to see from the difference between how much you're going to be paying for the product and how much profit you're going to be making by selling it.

For example, let's say that Emily decides that she's going to sell top-of-the-line party hats (they're gold-plated and Kim Kardashian has made them wildly popular) on her dropshipping Shopify site. She has negotiated a deal with the manufacturer of these party hats and will have to pay \$80 per hat. After she adds in the credit card operating costs and her monthly \$29 subscription to the Shopify site, she decides that she's going to sell each of these hats on her site for an even \$130. To figure out the percentage of profit that she's going to see from selling these hats, she will have to do the following equation: $\$80/\$130 = .615\%$

By dividing her cost for the hat by the price at which she's going to sell the hat, Emily is on the road to making nearly a 62% profit per hat that she sells. In dollars, this comes to \$50 profit per hat. In my opinion, that's not too shabby. The next step would be to simply try and anticipate how many hats she plans to sell throughout the year. This will largely depend on how popular the product is that she's selling, and how well she's able to market her product.

One final thing that should be mentioned regarding understanding your dropshipping businesses' profitability is that it's never a bad idea to consider establishing some sort of business plan for your business, even its loosely defined. This way, you will be able to formally document things such as your businesses' potential earnings based on empirical research that you've done beforehand.

Step 2 to Using Shopify: Sign Up

After you've taken some time to think about how you're going to be using your Shopify profile the next step is to sign up for your Shopify account. You do this similarly to how you would open an account on any other type of application. Go to Shopify's website and move towards the Start link on their page. Shopify is then going to ask you for the email address that you'd like to have associated with your dropshipping business. For this reason, you may want to think about setting up a professional email account for your website prior to signing up for Shopify. Gmail allows you to make an email account for free. This way, you can be more organized, and this will also allow you to have an email address that resembles the name of your business.

Step 3 to Using Shopify: Put the Items that You're Selling Up for Sale

Shopify will provide you with a page where you can upload pictures of all the items that you're selling. Once uploaded, you will also be able to add photo descriptions and prices for all the items that you're selling. In this day in age, the importance of uploading a photograph for each product that you're planning to sell cannot be overstated. It's been proven that people are much less likely to purchase your products if there is not a photo to go along with it. Since you're going into the business of dropshipping, this means that you may not have the products that you're selling in your own personal possession. To avoid breaking any copyright infringement laws, it's recommended that you either make sure that the photos that you're uploading are free for anyone to use, or you contact the manufacturer and see if they have any stock photos that they can send you.

Step 4 to Using Shopify: Develop Your Platform's Theme

Next, you're going to want to customize your Shopify platform. You want to make your site as appealing as it possibly can be. To do this, all you must do is go to the page within Shopify that's titled, "Customize Your Site". You can change how your site looks based on simple prompts within

this page and can even see your changes before you apply them in real-time.

Step 5 to Using Shopify: Decide How You're Going to Make It Rain

Shopify can offer you their own payment processor, but if you're more comfortable using a different one than you may end up ultimately paying the fee that they charge to use an external processor.

Step 6 to Using Shopify: Figure Out Your Domain

In addition to being able to provide you with a payment processor, Shopify also offers its users the choice to purchase a domain name from them if they choose to do so for \$9.00. A domain name is going to be the website name that your Shopify account gets. If you choose to buy a domain name through Shopify, what it essentially means is that Shopify technically owns your site.

Chapter 9: Dropshipping on Amazon



Being the biggest name in retail e-commerce, Amazon has a lot of inherent advantages as a dropshipping platform. You can open a dropshipping account with Amazon and take advantage of their market share and stellar reputation to sell your products. Amazon buys products from suppliers in bulk, so they have massive inventory in warehouses in different parts of the world, which means that if you work with them, your small shop could grow fast and operate globally .

With Amazon, you also have access to a large market of more than 300 million users, which means that you could get large returns if you have great products and strategies. Because Amazon already has hundreds of millions of potential customers, you don't have to spend too much on

advertising. In fact, you can easily advertise within the platform itself. If you optimize your page, you could get organic traffic there without needing to advertise.

Before you choose Amazon for your dropshipping platform, you should understand that they have one major downside. They prioritize merchants who use their FBA program over those who dropship with the help of third-party suppliers. If you are using Amazon's FBA program, you must buy your inventory upfront and send it to Amazon's warehouses where it will be stored until it's shipped out to customers. If you wanted to limit your startup costs to almost zero, the FBA program probably isn't your best option, so stick with dropshipping. Amazon is a great place for drop-shippers because it has some of the best shipping times and quality control measures in the whole retail e-commerce business.

Many people think that dropshipping is against Amazon's terms of service, but it's not. Amazon doesn't allow arbitrage dropshipping (this is where people source products that are cheaper from places like Walmart and eBay and then sell them through Amazon). Amazon allows private third-party fulfillment of customer orders, if it's your business name that appears on all the purchase and shipping slips that are attached to the product. According to the Amazon TOS, you must be the "seller of record," which means that if you use a competitor of Amazon's (like Target or Walmart), they may close your account.

Here is how to go about dropshipping on Amazon:

First, you should get a professional Amazon seller account. You should pay the fee for a pro account because the free account will limit your ability to grow and scale once you have started your dropshipping business. There are also certain categories in Amazon's platform in which you cannot sell products if your account is a free one.

You also need to get UPC codes (Universal Product Codes) for all your products. There are lots of services online that can help you acquire UPC codes, so with a little internet research, you can easily figure out how that works. You also need to get suppliers, and they shouldn't be big box suppliers (big companies that compete with Amazon in the retail market).

Use a product research tool to find a great product to sell on Amazon. Remember that with Amazon, it's even much harder to compete in popular

niches because there are other sellers who have been around longer and they have positive feedbacks, so you must go an extra mile in your product research.

You also need enough capital to sustain your business in the first few months because it takes a while for Amazon to pay its merchants, so you can't count on the payout from your sales to maintain cash flow.

Also, make sure that your suppliers ship the products fast (preferably within 5 business days). That's because Amazon customers are accustomed to fast shipping, and the platform keeps metrics of its drop-shippers which customers can see. If your metrics are poor, customers won't be too keen on buying from you. Amazon is a bit strict when it comes to quality control, and if you get a high number of product returns or cancellations, or if your metrics are terrible, they could suspend you from their platform.

As a drop-shipper on Amazon, the way you create and organize your listings will determine how many sales you will be able to make. First, to increase your chances of success, make sure that you have lots of product listings on your account. Second, you must be well organized in the way you list your products. Make sure that you use bold and clear titles and descriptions that sound like professional sales copy. You should also use high-quality product images for all items in your listings. As a drop-shipper, you may not be able to use PPC ads for your products because Amazon prioritizes FBA merchants over drop-shippers, so your best chance of boosting your visibility is by optimizing your product pages.

You should be careful when selecting the products to dropship on Amazon because not all products are suited to be drop-shipped on this platform. You should choose a niche where people are passionate and very specific about the products, which means that they will be willing to wait a little longer to receive that product. If you go to a niche where products are readily available everywhere else, you may not be able to compete with merchants who use FBA, mostly because of their faster shipping times.

Most Amazon drop-shippers eventually end up switching over to the FBA program. They use dropshipping to test the viability of a product in the market, and then if it works well, they switch to FBA to take advantage of Amazon's fast shipping, advertising, and other perks. If you have the capital, you can adapt this model to increase your competitiveness within

the Amazon platform. If you would rather stick with dropshipping, you may be able to offer incentives to your customers to make them more willing to wait for a little longer for their packages. You can add a small freebie to every product that your customers purchase to entice them to select your products despite the longer shipping times.

Finally, when shipping with Amazon, be extremely careful about copyright and trademark issues because you could get authenticity claims from big companies, and Amazon could shut your down. Otherwise, Amazon is a great place to run a dropshipping business, and all you must do to succeed there is to work smart and hard and follow the rules.

Chapter 10: Dropshipping on eBay



It has never been easier to conduct business online. Be it to earn some passive income or to create a business empire and stop being employed, eBay is the place to be. eBay is an online-based marketplace that provides a portal where millions of sellers globally have set up shop. They all depend on this platform to trade, make some good money and grow their businesses.

Benefits of Selling on eBay

There are many benefits that both you and your business will reap from using the eBay e-commerce platform. These benefits are:

1. You will have access to the global industry and millions of purchasers.
2. You can build your own store and a brand for your company.
3. You can readily find yourself on the search engine of eBay as soon as you have the correct name and rates, so you may not even have to sell your goods using other marketing and advertising strategies.
4. eBay offers security for sellers.
5. You can sell almost anything on eBay, so it can be simple to figure out what kinds of goods you want to sell online.

6. eBay provides you with a multitude of methods to tailor your listings.
7. eBay offers you unlimited possibilities to boost your revenue and expand your internet company.
8. eBay makes "testing the waters" convenient for you, allowing you to experiment with goods, rates and more.
8. eBay enables you to help well-known organizations while simultaneously selling goods.

For many company holders who want an easy manner to sell their goods, eBay is an excellent starting point, so why not jump on the eBay train and take your own eBay vendor trip?

Top 5 eBay Pre-Selling Tasks to Undertake

It is essential to prepare yourself for selling on eBay, particularly if you have zero indication of being a vendor. It's not an intelligent choice to jump into the eBay ocean without your life jacket. There are five activities you need to do to assist you to get ready for your eBay selling adventure, and they are outlined below:

1. Register for an eBay and PayPal account.

It's a no brainer to create an eBay account, but why PayPal? Since they are services produced by the same business, eBay and PayPal are linked.

PayPal is the most common way to accept all eBay payments, so creating a PayPal account with an eBay seller account is important. First, let's go over how to sign up for PayPal by following these simple steps:

- **Registering for a PayPal Account**

- 1.a Go to "PayPal dot com" and press on the top right corner of the "Sign Up" panel.
- 1.b You will be transferred to a fresh site where you choose the sort of PayPal account you want to build private or corporate. It is highly recommended that you go with a business account as it will render it simpler for clients to receive payments. Click "Continue" after selecting the Business choice.

- 1.c You will be questioned which payment method you would like to use after selecting the account sort. Go with the Standard option (it's free!) as the other payment solutions are more appropriate for individual websites. You will be redirected to a website where you will start creating your account by filling out your private data forms.
- 1.d Complete the first type and include your account's email address. Make sure that you write the code as well. Then press "Next." The complete form you need to fill out will be taken to you. Click "Accept and Continue" after checking PayPal strategies, and your business account will be set up. If you want to create a strong reputation as a vendor, you will also need to check your account. If you are a U.S. citizen, add your bank account data to check your PayPal account; in 2-3 days, PayPal will deposit a quantity of money you need to log in to your account's verification segment. You can find checking criteria for your country here if you are a global vendor. You may also need to verify your email address, so check your PayPal inbox for an official email.

You can readily upgrade it to a business account if you already have a PayPal account, but it's a private one. The steps by which your personal account is upgraded to a business account are :

- 1.a Look for the hyperlinked word "upgrade," which should appear on the overview of your account. You will be redirected to a website where you will find information about two kinds of account upgrades: corporate and first. Go with the choice for a business account.
- 1.b Click the key "Upgrade Now" and select the sort of upgrade you want to receive. Make sure you go carefully through the upgrade process, then click "Continue." After that, your account should be upgraded to a business account.

- **Registering for an eBay Account**

The next stage is to register for your eBay account after you have created your PayPal business account. Here are the instructions to do this:

- 1.a Go to “eBay dot com” and press "Register" at the main page's top-left corner.
- 1.b Fill in the registration form. After reading the strategies and completing the document, press "Submit."
- 1.c Now that you have logged into your account, you may see a "Start Selling" key. Click on it if you do. You can also locate a comparable key on the top left corner of the website; click on it, and you will go through the method of registering the Seller Account.
- 1.d You can now get to the fun stuff and begin listing your products after signing up for a seller's account on eBay. At the bottom of the list, click on the "Sell" alternative (can be on the left or right side), and you will go directly to the item delivery method.

Link Your PayPal Account to Your eBay Account After you have created both your eBay and PayPal accounts, you need to connect both to receive payments. Follow these simple steps to do this:

- 1.a In the top menu bar, click on the My eBay tab. b. Go to My eBay's "Account" folder: summary.
- 1.b Find and press on the "PayPal Account" option on the left sidebar.
- 1.c Find the "Link My PayPal Account" option and log into your PayPal account to connect it to your eBay account. Well, all of you are ready to accept payments!

2. Do Your Research and Decide What to Sell?

The second step is to decide what you want to sell on eBay after having the tedious duties out of the way. You can collect any products in your house that you no longer want and are in excellent shape—making it more attractive to consumers—and list them on eBay to get your feet moist. For

example, if you have vintage items you want to get rid of, check that they are in good condition and will not break or fall apart in any way after they arrive at the home of the buyer.

Starting with your home selling products can assist you to acquire expertise and build the reputation of your seller. You can then expand your stock and sell additional items. There are other ways to find products to offer if you don't have any items to sell in your home or you don't want to begin with this method:

2.a Find products you'd purchase and be interested in personally.

One way to determine the products you are supposed to sell is to find one or more items that will flow your adrenaline and fly your spirits. In other words, find something you would love to sell and feel good about. Sell Disney movies (by the way, they're super popular!) if you love Disney movies. Selling kitchenware or cooking books if you sell cooking. Sell products you support; doing business like this is much more enjoyable.

2.b Go to the retail and thrift stores in the garage .

These two places are eBay sellers ' gold mines. In garage sales and thrift stores, as well as high-end products, you can discover rare vintage items at incredibly small rates. The main goal you have purchased to resell items is to create much more than you spent on the product. Therefore, cheaper yet useful products can dramatically increase your profits. Take a weekend off to discover garage sales in your area; you can even use internet tracker tools to locate nearby garage/yard stores like “YardSaleSearch”.

2.c Check the Popular Items List of eBay This is another resource where you can find numerous famous products for sale on eBay in all categories, from antiques to jewelry; even mixed products can be found on this list, which enforces the fact that you can buy almost anything on eBay. To sell popular items, don't be intimidated. It's true that your market will have competitors, but it doesn't mean

you can't create purchases, or you must reduce your rates to compete. Selling hot items is useful to you because you understand customers will want to buy them, which means more traffic and revenues for you .

2.d Sell products complementing bigger, more popular products

Electronics is one of eBay's high-selling items, so you can supplement them with products. Buyers like to have accessories with their touchscreen devices, for example, so why not offer stylish, durable covers to assist bring individuality and security to their devices? You don't have to concentrate on the "big" items; just as good are the accessories and "extras."

2.e Sell your item of your own

If you've created an item that meets eBay policies, why not sell it and reach millions of consumers? Selling your own product provides you a distinctive edge against many vendors, and it also provides you the chance to create the credibility of your brand and product. You can also use eBay as your product's testing ground to see if it would perform well.

2.f Find inexpensive books on sales of novels Book sales are U.S.-wide events hosted by non-profit organizations, and if you consider selling books on eBay, they're a gold mine for you. These book sale activities give comics at very low rates, but they are a first-come, first-serve ordeal; whoever receives the book first receives to purchase it, and they are attended by many online sellers. To help you get started with book sales, visit the website below to make it easier and faster for you to find book sales:

BookSalesFound–Become the only dealer with BookSalesFound dot com at your next book sale! You're not going to have to wait until libraries add revenues to other databases. What is the difference between BookSalesFound dot com and other websites? In order to

provide you with a list of extremely lucrative book sales, we personally contact every library, nonprofit and auction house in the U.S. Most of the book sales on our list are exclusive, so with “BookSalesFound dot com”, you will experience less competition. Sign up today for a free trial of 30 days.

2.g Get from local shops or online retailers low-priced products

Retail arbitration is when you purchase a low-priced item or item that is sold in retail shops or online marketplaces and resell it at a greater cost for profit. But finding excellent deals on a multitude of products can be hard, so here's a wonderful resource you can use :

ScoutBotPro—Do you want to get information correct in your inbox about great deals on Amazon products? Every day, thousands of cheap, ready-to resell items are mentioned on Amazon, but you may not be able to go through them yourself. The tedious job is being performed for you with ScoutBotPro dot com! Scout Bot Pro will notify you via email when an extremely low priced item has been found on Amazon, making it simple for you to buy products for profit reselling. Register today for a free 30-day trial and see what ScoutBotPro has to offer for yourself.

Hopefully, you can find out the products you would like to sell on eBay from one or more of these tips.

3. Have you got your item? On eBay, doublecheck your potential achievement.

If you have a concept of what you want on eBay to sell, it's time to test and see if you've got a winning item. All this study can be done directly on eBay, so here are the measures to do this:

3.a Go to eBay dot com and enter your search bar element in the name. Try to make the search term as straightforward as feasible (2-3 letters). Also, make sure it's

not wrong. I'm going to look for hair straighteners as an instance and pretend it's a feasible item I'd like to sell.

3.b When the findings of the quest appear, go to the left sidebar. You will see tons of sophisticated search alternatives but locate the "Show Only" close the bottom of the search choices list to see if an item will be effective.

3.c Check the cabinet next to "Sold Listings" and automatically update the query outcomes to display you all product-related sold listings. On the first page, the latest sold ads begin. You will see green-colored prices on the right side of the search outcomes; this is an indication that a product has been effectively marketed. Here are a few examples of green-colored hair straighteners rates: as you can see, prices for products can differ greatly, but they can also be purchased at distinct rates, regardless of how large or low they are. Try not to get into the mindset that you're going to get more orders if you reduce your prices. Many customers believe in "greater cost, greater quality" conditions.

3.d What do you do on the Sold Listings now? Seller notoriety and feedback—note the percentage and read the buyers ' comments.

- How many items they have purchased if more than one item is accessible for purchase.
- How the vendor wrote their item description.
- If the vendor has clear, crisp item photos.
- If the vendor uses an effective item description.

Why are these elements looked at? You want to know if to create a successful sale they did something different compared to other vendors. Call this analysis of competitors or fundamental study—this is a significant move either way. You want to know this data so that attractive sites can be created to encourage individuals to buy products from you.

But create sure you only do this process to collect information, not to copy listings from other sellers; this is not an ethical or professional technique.

4. Defines your sale objective on eBay.

Even if you want an extra \$100 a month to be made, you always want to know what your objective is to begin selling on eBay. It will not only assist you to increase your likelihood of getting a successful eBay voyage, but it will also assist you to place yourself in the correct mindset. Having no clue what your purpose is for anything in life isn't the correct way to go; you're only going to walk aimlessly, and that's going to create you look unprofessional and incompatible as a vendor on eBay. Therefore, determining your purpose for selling on eBay is critical. Also, create sure your original eBay objective is realistic. Sure, there are tales out there where vendors can sell an object in an hour, but your product may not sell for a month or more at times. Do not concentrate on fast money; rather, decide on an objective that will ultimately not let you down and create you give up.

5. Set times for checking your eBay accounts throughout the day.

Set at least one time to check your eBay account for messages from potential buyers if you have even one product listed on eBay. You should also take the moment to see how your applications, such as how many opinions you have received so far, are doing. If you want to create it simpler to see if you have any latest activity on your listings, you can receive email notifications whenever you receive an eBay message, or your product has purchased a notification. You can read the updates directly from your email on your items. Go to your eBay account overview by clicking on the top right corner of "My eBay." Then go to the "Account" tab and tap on "Communication Preferences." You'll be drawn to a page with multiple email notification choices, so go through each segment and inspect the notifications you want to obtain in your email inbox. Checking your eBay account at least once a day will assist you to maintain your eBay activity better tracked. You don't take it seriously enough if you neglect it. It's interesting to start selling your own products and be your own boss, so if you have items mentioned, create every attempt to check your eBay account

every day. Now that you know what to do before selling on eBay, let's go on so that you can finally get those products listed and start making cash!

Chapter 11: Dropshipping Process

The key players in the supply chain are the manufacturer, wholesaler, and retailer. A product moves along the line before getting to the final consumer who uses it. A dropshipper is not featured in the supply chain, because dropshipping is not a role you play. It is a service that a businessperson offers, connecting the manufacturer with the consumer. The services of a dropshipper allow the consumer to cut out other middlemen and buy a product at a considerably lower price than they would otherwise get it.

However, strictly speaking, a dropshipper connects customers with any player in this chain. A manufacturer can put the structures needed in place to ship directly to consumers by enlisting the services of dropshippers, but then so could wholesalers and retailers. It just so happens that manufacturers can offer lower prices on commodities and compete more effectively with retailers and wholesalers. Basically, the fewer the middlemen between you and the manufacturer, the better the pricing you can offer to your customers, the larger the margin you can add, and the more profits you can make from the venture. Running a dropshipping business, you will need to keep this distinction in mind when you go hunting for suppliers.

Dropshipping is a four-step process that happens like this:

Phase 1

The customer places their order with a dropshipper. This is done via mobile or PC application or website. After placing the order, the dropshipper and the buyer both receive an automated email confirmation for the order. As soon as the buyer pays for the order, the store software captures it and starts the checkout process, depositing the money in the dropshippers account. Alternatively, if the payment process is expected to take a few days, a confirmation for the beginning of the process.

If you are the dropshipper, make sure that you communicate via PC. The mobile apps do not have the features found in the PC, so using a phone to take orders might lead to you messing up the ordering process. If you desire the mobility of a phone, use a laptop computer, which you can carry around

with you to do your work. Your browser must also be the most recent one available. This is critical because Shopify uses the most recent extensions

Phase 2

The second step of the dropshipping process requires the dropshipper to send the order confirmation email to their suppliers. Because the dropshipper registers for a supplier's services with their payment details, the supplier simply charges their credit card with the cost of the product plus shipping and processing fees.

The best suppliers for a Shopify dropshipper are Oberlo Marketplace and AliExpress and beginners often have no problem manually inserting their orders on the suppliers when it is just a few products. However, when you are receiving many orders all at once, it gets a little complicated how you go about fulfilling each one. Before, dropshippers had to manually send each order- a process that required too much time and effort to fulfill massive orders. The smarter thing to do is to automate the process with tools like Aftership, Watchlyst, and Beeketing.

Phase 3

The supplier ships the product. With everything in order and the supplier having the product on stock, the supplier is responsible for boxing, transporting, and delivering a product to the customer. The dropshipper supplies the supplier with their logo, address, and other business details upon signing up with them. This allows the supplier to place the drop shipper's logo and return address on the packing slip. The dropshipper is given the tracking number, allowing them to follow up the delivery until it reaches the customer.

When selecting your dropshipping supplier, choose the one who can guarantee the fastest turnaround times. You can take advantage of same-day shipping to advertise your business. This is the process that you have the least control over because everything is left in the hands of the dropshipping supplier. The only thing you can do to increase your confidence in this phase is to vet your suppliers well beforehand and only hire a supplier with a stellar record of order fulfillment.

Phase 4

Notifying the customer of a successful shipment of the product. The dropshipper shares the tracking number with the customer using an inbuilt

email interface that is found in most dropshipping stores. The dropshipper pockets the margin between what they paid the supplier to ship the product to the customer, which will be their profit. If by any chance the supplier takes more money to deliver the order than the customer paid for, the dropshipper makes a loss.

And there you go — the dropshipping process in its simplicity. You take an order, send the order to a supplier, confirm that the customer received it, and you are good to go! The only problems arise when the supplier ships the wrong product because they are virtually invisible. The customer only knows the dropshipper, having made their order on his website and receiving a package with their logo and shipping details on it. Any issues will be reported to the dropshipper, not the real seller- the supplier.

To ensure that you stay on top of this whole process, own every one of the activities. There is really nothing you don't control because you will choose even the supplier who sends your product but leaves you completely out of the loop. When you find a reliable supplier, hold on tight and don't let go. I cannot emphasize just how important they are to your business. Make your supplier your dropshipping partner and protect your relationship with them. A good supplier (one that does not mess up your order fulfillment process and bring your expensive product returns) is hard to come by. When you find one that you like and they do a good job, stick with them and try to negotiate better terms.

Choose a supplier with a reliable automated dropshipping solution. This advice may not be very applicable in the first days of starting your business, but later, when the orders start really pouring in, you will be glad to have the option to upgrade and use the automatic function.

Chapter 12: Social Media Approach in Dropshipping

Social Media Marketing approach

A successful business does well marketing on public streets, but the truth is since we are entering a new age of electronic future businesses must make haste for their change if they haven't gotten to it yet. This next change is to discover the new world of social media marketing. You are going to be reaching out online in many ways. If there has been any advertisement experience had for the Business, then one knows the power the word of mouth can bring.

Having social interactions with others build a great rapport with the individuals engaged. This kind of behavior is going to promote the global presence that the e-commerce shop has. Bringing in social media to an already online and trending topic is going to make with e-commerce a perfect pair. A business might have more than half of their following on a social media scale and thus in great odds will also make it easier to combine them into some good business marketing.

Bring the business to the front lines and where more than half the customers are; that's online. The web is going to be a strong motivator for content you are going to design your product line. Release a post about your new inventory and be descriptive when you tell the world that is going to pop and be a strong reminder to the visitors why they are going to visit your shop and ultimately why they will buy. Get started now and try making a social media account if you do not have one already.

There are tons of providers and many of them you will be able to market your business with. Create a login and finish editing the personal information on the account and everything that the business will be displaying to the public. Make the business account look nice and professional and it will attract business-like followers ready to see your catalog. Choose a provider that fits your needs or open two or many accounts to see which is going to work best for the business. The business owner may choose one social media outlet over another and this could give the business presence edge.

The only way to tell the right fit is to just jump right in and start designing. Social media has strong sources of the population that are willing to third-party market and therefore it's important to establish a bond with the community that surrounds. It can be city-based or global to give back in many ways if you make the connection with your audience. Make their time worthwhile since they are spending so much online searching. Supply an online incentive that will encourage your audience to come back and share the content with other friends and family that are with them on these accounts. Find important partners that can also give you mentions and that will give you credible posts about the business you run and for many to see.

The question is canning the e-commerce website survive from only social media marketing. This is not going to be a likely route because the only option the business has could lose it and have nothing left for support. If the company only dedicated their marketing budget to social media marketing, they are going to see the expensive cost burn through the budget quickly. Popularity is so important when it comes to running an efficiently visited shop, but the company needs to take advantage of its capabilities to obtain followers from the social media sites that they could also be using, some of them even being free.

The more popularity you have the more profitable the business can be. The business can create very engaging motives towards their audience, and they could attract more and more attention to the sites that are trickling into the shop daily. Keep gaining more followers and see what this popularity can do for the business.

Facebook Ads

Facebook ads are great, and they are for any age range with a company structure. With Facebook as a company can market themselves from the bottom up and with little to no cost at all. Running Facebook ads can become costly if there is no following audience to broadcast to. If the company has no following on their websites, then they are going to be paying money for company promotion and not for product promotion depending on how far we have gotten already.

These social ads are great because it engages thousands of people together for a common focus on the marketplace and this creates a strong playing

field for posting products on any page. A company can pay for personalized ads that are going to air for the community to see sponsored posts on their pages and feeds so that they cleverly run into company products posted for great values. These advertisements cost the company upfront, but they will also give great exposure to the presence of the shop.

The shop can post an ad about its new items or maybe marked down items that the company has extra inventory of. If the company can make an ad about the marked down items that are full in the inventory ware-house then products can be efficiently moved off of the warehouse shelves and into new revenue that is going to have the company break even with its assets. There must be a balanced routine when it comes to paying for Facebook ads because not only can they get pricey but there will also be other ads that bring competition to the playing board.

It is in the best interest of the company to know exactly when to place an ad on the market. The company is going to need to be ready for any turnover and sales to skyrocket if necessary because if there is the right product niche the success is going to come pouring out. Customize ads with the company logo and titles that entice the customers to come on in and visit for the new sales. There is going to be opportunities to make a catalog or a flip advertisement and get creative with the cover flow when putting up an advertisement for the week.

Advertise on a good schedule so that none of the customers see the posts as spam and give the audience a chance to respond to the advertisement and give feedback about the current promotion. Utilize these ads when holidays come around and make an advertisement that speaks out above news in the Facebook place. This Facebook marketplace is going to create a level opportunity to see your posts and engage with the shop site that you like to involve in the posts. Ads can also be placed on the Facebook marketplace and this could include single items or bulk items.

This is a not usually the case because there are at times selling restrictions under certain sites but with Facebook ads this allows the company to list any variety of products. The company will be able to list products that can be sold as common goods or rare goods that are even handmade and at a limited source. Take advantage of the market diversity within Facebook because it will create a great opportunity to post and post again even when

the product may not have sold the first week. If the product does not sell the first week through a Facebook ad markup the price and make the product bio look spiffier.

When the customers see that ad again, they will have a new take on it, and they will dedicate more time to considering visiting the shop site and picking out something that encouraged them to get there. With Facebook ads, it will be easier and easier for the average product supplier to have a global reach for the line in their shop. Global diversity is important so that every market genre can be tapped into and the company can take full advantage of selling their products to everyone around the world never missing a sale.

- Google Adwords

With Google Adwords, there is going to be great diversity in search engines to bring plenty of crowds to the consumer website. With Google, Adwords google is going to place ads for the company on several landing servers and it is going to create ad space for all sites that are affected. Adwords is going to display ads for the company that relates to the company's mission or its makeup so that when someone is shopping or researching a site low and behold there will be an ad for the company and its product. This company ad is going to replace any space that may not have had an ad in the first place, and this will create brand marketing for anyone who sees this ad.

Adwords control the ads that individuals see when they conduct searches like google searches for a specific product. This search is going to bring up many trending topics and depending on how much money the company decided to spend with AdWords the trending topic could the shop on a seasonal weekend. If the company is just starting Adwords is going to make a great opener for a company that has not built any brand advertisement. Lead a great advertising campaign by setting some money aside and spending it on advertisements every quarter to create a better-defined presence online.

This is going to maximize the reach the company makes on all the audiences and this is going to ramp up production for any customers that have not seen or purchased from the shop yet. If product awareness can be brought to attention for the viewers all at once there could be a high spike of customers that come in to purchase all at once and this could send the company into a new stratosphere of sales. One of the main consistencies is the crowd flow and the amount of advertisement money spent which could be with Google Adwords.

Chapter 13: Handle Customers with Excellent Customer Service

Understand your customers

The key to making customers happy is by understanding every single need or concern. The customer wants to feel valued when you tell the customer each step of a processor when you tell them they are an important part of the shop's livelihood. There are many ways you can make the customer feel good, but the company must also understand the personalities of their customers. Designing a catalog that is going to suit your customers in every way is the first step to making a great impression on the global selling world.

You must know why your customers don't support certain brands and why they won't be making so and so purchases this year. Learn what makes the customer happy so you don't have to walk the minefield of trust. You can come out of the gate with a great product to sell and the customers will appreciate the fact that your company backs up quality. The better quality of the product line for the shop the more quality your customers will feel just by purchasing them from the shop site.

Some customers prefer to spend more money and this, in turn, makes them feel more valuable. Do not fear to keep that price at a high value if you know your customers feel willing to spend. This is going to create a trustworthy relationship for the customer to spend freely and give back to the shop that is bringing them the high-end items.

Understanding your customer is going to take you a long way through the market. There will be customers that you convert from other markets that become your buyers instead and if they were spending their money elsewhere, they would come to your site and choose the better. Some customers might even leave feedbacks that may or may not include competitor pricing. This could give insight to many future customers that have not gotten to your shopping cart.

Every customer has their own needs and it's important to find out exactly what the consensus is so we can duplicate our processes and make every customer happy that's coming to the source to purchase again. Treat every

customer with respect and encourage any other future customers to come in and look around.

There are referring programs just for having your customer involve their friends to shop at the site and with some type of incentive you will have your new shoppers with their carts in no time. Give referred shoppers an extra 10% off when they refer someone to visit your shop. This will increase the traffic of buyers coming in with their friends or loved ones now coming to visit the shop .

The Steps on How to Give Excellent Customer Service

- 1. Represent:** The first step going to represent the company to the customer. The company will make their first impression by showcasing the value of the product and not of the shop. At this point, the company will let the shop speak for itself as a true test to see if it suits the buyer and all their needs. Make it clear the owner of the company that the customer is talking to someone is going to solve all their needs and welcome them in every way. If the business owner is hiring a third party for the customer service requests than this needs to be a monitored system from time to time. There need update alerts that also go to a business owner inbox so that the owner can be aware of every request that is being sent to the company. Each of these requests can have case ID numbers so that if there needs to be any history checking about past orders this can be done easily with an organization system dedicated to customer service.
- 2. Engage and relate:** Engage the customer and let them know that you are right there or within an hour or so the distance to reaching their concerns or complaints. Make it a point to communicate to the customers that if there are any questions, they can be sent to examplerequest@exampleemail dot com and they will be able to get back to the buyer in 24 hours or more. These are important things to consider when the customer may need to return one of the packages or to verify shipping details after the order is sent out for shipment. Relate to the customer when they are in need and a place of confusion. At times the customer is not always going to know what the

process entails for ordering new shipments and this is going to be the perfect time to create a helpful guide on how-to purchase with the shopping cart. This can be a great time to engage with the customer and be a teaching influence to the customer that may need to be walked through the process and relate to them that customers go through it all the time and that it is going to be a learning experience for everyone. Next time they can come and shop alone without ever having to voice a concern because the company owner reached out and solved it on their own by creating an environment of freedom and helpfulness. Not all customers will be handled this way if there are an abundance of customers flowing in. Will need to be a support system put in place so that every customer isn't forgotten about and that their problems are handled as they come in. There might be two to five orders that are posing a holdup and the company owner will need to systematically solve every one of them promptly. Those shipments get sent out on time and there are no wait times for anyone's packages.

- 3. Acknowledge:** Connecting with the customer and acknowledging their presence is one of the main ways to create long term buyers for the company site. The customer wants to be acknowledged at first by the company. They know they are noticed by the source and that their time is going to be valued and their feedback valued as well. Respond to all the feedback given your shop and all products inside as it will show appreciation to the customer and welcome back any time of behavior towards the shop. Acknowledge all types of good behavior and if there is any violent or aggressive behavior towards the site put up an alert for blocking emails on the subscribed list. This is going to be necessary for creating a free and healthy environment for all buyers to shop on. Feedback is always welcomed. We need to make sure the buyers feel free to voice their product opinions and to leave good feedbacks so that the business can now compete with other online retailers. Although competition may not be the business owner's first move for creating company growth it's going to be one of the first things on the customers' minds when they are considering

buying products from multiple sources to weigh all values. There are many opportunities to bring customers in by price matching value that are on other shelves in other shops so that you can increase the clientele buying rate. Some customers are going to be coming to your site because of better value or for higher quality and whatever the case is we need to acknowledge each and everyone needs our customer is coming for to ensure they leave the shop with a professional outlook on the company and its products. Do not shoot down requests by customers bluntly as they are most likely trying to give very critical feedback. Just thank the customer for their input and tell them how there are going to be changes made along the way to suit all customers for the greater of the shopping experience.

4. **Reason:** There is going to be an occasional upset customer that may not have got what they expected to get or maybe there was a shipping mistake somewhere down the line. There are going to be customers with shipments that are time sensitive and their deadline might be coming up quickly as they proceed to type you up to a message for an estimation on the package delivery date. This is the time the business owner is going to need to reason with the customer and assure every request they will have will be met with a strong answer. Not every customer will be disgruntled, and this is not something to fear with every customer. As a new owner, it is best not to panic over the answers that must be given to the customer. The answers could be anywhere from putting a stop on the shipment or requesting further billing information that will also put a wait on their package shipment. If there is an upset customer, the business cannot deal with that type of behavior irrationally because it most likely will scare the customer away and leave them feeling offended from the site and its contributors. Handle every customer with care and welcome the customer to feel like they can contact the shop for support at any time and that it will be at the most convenient that they will get a response to them promptly. Tell the buyer that their problem is understood and that it will be handled and solved. Never leave the

customer feeling helpless or like their problem is so significant that it cannot be resolved. The customer will feel uncomfortable in this situation like they are at a loss, and this could be bad for the results of the shopping cart. The customer could also feel like they aren't making practical use of their time and that the site is taking more of their time more than they are gaining positive experience from the site. Right these wrongs if they occur because your customer is only a click away from never seeing them again. We need to create a healthy atmosphere to have a great experience on our site and going about their days knowing that they successfully ordered from our online shop.

Know About Your Products

Become a master of your craft even if this product is not something you are completely knowledgeable about. The owner must have great product insight and be engaged with the product to know where the company is going to go with a few weeks' worth of work. If the company grows to new proportions, it is going to bring new populations that are going to demand more products. Product diversity is going to bring on new customers, and that with new products will bring new product management.

Learn how to use all the resources for inventory management that is going to make clarified actions with the products that you choose to dropship. The company will be profiting but there needs to be an anchor of brand establishment with the product like having full transparency to the customer basis in demand. The product development within the company's supply is going to evolve with the future of the customer basis. With some customers, the business is going to learn that the customer will have new requests for both general and detail-specific products.

With new requests, the company is going to have fulfilled the needs of their clients because they have purchased dedicated for long. There needs to be consistency for the entirety of the client basis. With product diversity, there is going to bring new demands for the product suppliers. Suppliers are going to have performed to new standards and there will be new heights that the company and the supplier will have to reach together.

The supplier is going to be aware of every concern the dropshipping e-commerce site will have and they will perform well for the shop. The shop will become a more manageable place when there is stability with the decisions that are made and when there are more tracking and invoice management. Everything will need to be on the books and that includes the extra notes for extra transactions done within the fiscal month. The suppliers are going to engage with you in manners that you will only find out once you interact with them.

Some suppliers are not going to be so nice to deal with and it needs to be made aware of early in the Dropshipping dedication to these suppliers. If there is a supplier that does not represent themselves in a well-natured manner, the company is going to be doing bad business real fast by sending thousands of dollars there way and getting poor cooperation in return. Eliminate bad suppliers and this is going to be a great tactic for the company owner to get to know the products that are in the shop.

Get to know your products and every value that it brings the customers and the market around your shop. There may come a point when the company frees up assets. These assets can be used to make serious moves with company and branding. We can even consider the possibility that the company can even include some of the company's self-branded products in the product line. There can be products made now with the company's name on it and this could get company advertising.

These direct advertising tactics are going to cause new territory advancements, and this will include new communities finding out about the new product lines that are now online. Suppliers will be able to negotiate prices with you about creating this customized product for your line. Since there will be a dedication to the company, they will be more than willing to work with the dropshipping site on a more personalized level. Make new moves and get to know your product so that you know where the company is going to advance every quarter that comes.

The Fulfilment of the Customers Is the First Priority

Fulfilling customer orders is the priority and especially for customers that are ordering on a recurring schedule. These customers are going to be a strong backbone to the business structure as it is going to create buyer-security. By having buyer-security the revenue will always be achieved on a

weekly or monthly basis. The fulfillment customers are going to need a schedule to fulfill their orders because they are not going to just be on the margins of the agenda

The business owner needs to prioritize every single fulfillment customer especially and more than just the one-time buyers that aren't bringing weekly profits. These profits of the individuals are good but every quarter the other companies who the owner fulfills possible massive quantities to. This is going to be crucial for the company's growth into the next variety of customer satisfaction.

New clients will have new demands and the company must take them on swiftly while they are handling the long term customers that have been well established before we have begun to look at the new client base there is now. The company will handle every fulfillment with a strategy that creates an important role focus that sheds onto the customer.

Conclusion

While dropshipping can offer you the perfect chance to start up a company, specifically if you have little in the way of finances and experience, it needs not to be viewed as a get costly fast plan. To be effective, you need to approach it as you would certainly any kind of company opportunity-- with professionalism and reliability. You should have a strong plan and you need to pick achievable objectives.

Typically, if you have one main objective, it can be valuable to split it right into a collection of smaller sized ones, goals that you can accomplish on a once a week or monthly basis. This is crucial if you are to see whether business is mosting likely to be a success or not. Conversely, if you locate that you are not getting to the place you want to remain in you can revise your setting and all your choices in comparison with your strategy as well as how business is proceeding. You can additionally make changes to your strategy as and when essential.

Dropshipping is maybe one of the most competitive of all business designs and it can be extremely hard to badger the best specific niche and the right items without meeting stiff competition from businesses that are already well-established.

If you find yourself in this placement however do not want to make changes to your niche or product, you are required to take into consideration the most effective way to do this. There may be points that you could use that your leading competitors cannot supply to customers.

You can discover a lot from your competitors by looking at the sites it is energetic on, where it gets one of the most result from and what techniques it uses in terms of advertising.

Study your competitors hard as well as learn what they do right as well as what they do wrong-- this will certainly inform you just how you can provide even more or something different to what they do, something that gives your customers worth. If a person thinks that they are obtaining more worth from you, they will buy from you, as well as by doing this you can in fact poach clients quite quickly.

Dropshipping can supply an excellent way to start up a business at a low cost but it can. come at a cost-- lower profit margins. If you are seeming successful with simply a dropshipping business, you will certainly need to have a large variety of buying customers or a huge line of items with clients purchasing each item. You can utilize social networks to generate interest as well as you can utilize it, as well as their advertising and marketing approach, to promote your products.

Typical advertising likewise works very well with a dropshipping service. With this publication, I have tried to aid you get a far better understanding of dropshipping as well as what it involves; how anybody can start dropshipping. service. The genuine trick to success lies in exactly how you deal with individuals and the level of customer service you provide. This is what will establish you in addition to all the others, in your niche.

One vital thing you should keep in mind is to be aware of fake sellers as well as frauds.

New participants to the dropshipping business can quickly fall victim to fraudsters and will soon waste money if they don't do the right study.

If a dropshipping supplier asks for money up front or on a month-to-month basis, walk away as they are more than likely counterfeit as well as after absolutely nothing more than your cash.

For each genuine service out there, there will be several scammers but, as you need to understand now, the actual costs of launching your business are low.

All you pay for are the costs of setting up your website and organizing it. Every one of your inventories is spent for when it is ordered and that is when the consumer locations an order with you.

The absolute best means to make sure that your dropshipping business achieves success is to. keep open lines of communication, keep in contact with your customers and accumulate great partnerships. They must trust you if they are to come back as well as if they are to inform others about you. See to it that your contact with your customers reminds them of what you can do for them, what you can provide in terms of worth, as this will certainly make sure that your name remains strongly in their minds.

Hopefully, this book has provided you with amazing ideas you need to begin a dropshipping business in 2020 and achieve a great level of success in it. Despite the stiff competitors you will encounter, there are still successful specific niches readily available to you as well as there are always products that will give you a high return. Make sure to study your niche well and understand your market. With a little bit of hard work as well as lots of determination, you can create an effective dropshipping business and use it as a steppingstone for the future.

PART 2

AFFILIATE MARKETING

Introduction

Affiliate marketing - you have most likely heard it mentioned in conversations about how to make passive income and wondered what it is exactly, or perhaps you are hearing about it for the first time right now. Either way, affiliate marketing remains one of the most lucrative ventures that you can involve yourself in. It is profitable, it does not demand a whole lot of active involvement, and it can be done by just about anyone who has the right platform.

What Is Affiliate Marketing?

What does it mean to be affiliated with something? Merriam-Webster dictionary defines it as being “closely associated with another, typically in a dependent or subordinate position”. Affiliate marketing draws from this definition. It is a close association between one big brand (the people whose products you will be selling) and a smaller brand (you). A more detailed definition of affiliate marketing is as follows:

Affiliate marketing is an arrangement whereby a retailer pays a third-party commission for all sales that are brought in by the third party. For every unit of sales generated from the leads that the third party refers to the retailer, there is a proportionate cut or commission that goes into the pocket of the third party.

While affiliate marketing has grown immensely in popularity over the last couple of years, the truth of the matter is that it has been in existence much longer than that. The originator of affiliate marketing as we know it today is a gentleman named William J. Tobin. Tobin is the founder of PC Flowers & Gifts, which is the first-ever platform to run an affiliate marketing program. Under this program, Tobin partnered with Prodigy Network and paid the network a commission for every sale that was made thanks to their input. This type of internet marketing became so profitable that Tobin decided to patent the idea of affiliate marketing. While he applied for a patent in 1996, it was not granted until 2003. Still, this did not stop Tobin from making it to the history books as the very first internet marketer of all time.

After the success of PC Flowers & Gifts affiliate marketing program, other companies started to take a keen interest in this marketing venture. The most famous on the list was Amazon. Amazon became the very first

company to offer an affiliate marketing program that was targeted at the general public in 1996. Amazon referred to their affiliate program as Amazon Associates. To date, Amazon's affiliate marketing program remains one of the most popular across the world. Other companies have gone ahead to benchmark and borrow Amazon's model for affiliate marketing for their own use.

Following the emergence and success of affiliate marketing programs, the world needed affiliate networks. An affiliate network is a middleman between affiliate programs and the third parties or publishers. An affiliate network is composed of companies with products that are complementary to each other. As such, these companies can refer their customers to each other without losing out on sales. For instance, a company that offers roofing services may refer its customers to a real estate agent and vice versa.

The very first affiliate networks to be formed were the Commission Junction and Clickbank. They opened their doors in 1998 and command a significant share of the market to date. Commission Junction was founded by students from the University of California Santa Barbara while Clickbank was the brainchild of Tim and Eileen Barber.

Since its inception in 1996, affiliate marketing has grown into a \$12 billion industry as of the year 2017. It is a lucrative industry that is projected to keep growing for as long as e-commerce continues to be in existence. If you have yet to sign up for affiliate marketing and you own or can own a digital platform, you are cheating yourself out of a lot of money.

Key Players of Affiliate Marketing

From the brief history of affiliate marketing covered above, it is easy to see that the affiliate marketing machine has several cogs and wheels. For this type of marketing to work, there are several key players that must be present. These include the merchant, the affiliate, and the consumer. The network is sometimes included in the list of main players, but in this book, we shall consider the network as having a supporting role.

- **The Merchant**

The merchant plays a crucial role in the affiliate marketing game. The merchant creates the product or service that needs to be pushed through the

affiliate program, so without a merchant, those are nonexistent. They call the shots and decide who they get to partner with and how much money their affiliates will earn as commission. The merchant is responsible for providing their affiliates with the links to be placed on the affiliate's websites. They also create ads in the form of content, videos, banners, and even flash ads. The affiliate links provided by the merchant often contain a unique identifier that allows the merchant to determine which sales were referred by which affiliate.

- **The Affiliate**

The affiliate is the party that brings the customers to the merchant. The affiliate's main job is to promote a product or service that the merchant is selling. There are numerous ways of doing this, but all of them are based on the premise of reviewing and recommending an item or service. As an affiliate, you get to determine how much money you make depending on the effort you put into promoting your merchant's products.

- **The Consumer**

Another critical cog in the wheel of affiliate marketing is the consumer, without whom there would be no one to sell to. The consumer is the reason why the product or service was created by the merchant in the first place. They have a need that the manufacturer or merchant seeks to fulfill, and they have the money to spend. They probably have loyalties to other companies, so the affiliate must convince the consumer that they need to be spending their money on a product and not any other.

Chapter 14: Dropshipping

Dropshipping is an online business that involves connecting a potential buyer of a product with a seller or supplier. What happens is that you as the dropshipper is only but a middleman between a supplier and buyer of a product.

It is a type of retail system where you don't have to keep inventory – your job is to find someone who wants to buy a product and then connect them with a supplier. If a buyer indicates interest that they want to buy a product, you will go scouting for a supplier that has the product. Next, you take money from the buyer, pay some of the money to the supplier, and give the supplier the address of the buyer. The supplier then packages the product and ships to the buyer, and the transaction becomes complete.

In order to reach a wider audience of buyers, you will need to create an online store. Once created, you will need to populate your online store with products that the buyer needs. You will write clear product descriptions for each product so that the buyer knows exactly what they are about to buy.

Ideally, what you are creating is a typical online store. However, unlike conventional online stores where the owners need to have an offline inventory; as a dropshipper, you are not keeping any inventory. The reason is simple - you are not selling your own products; you are instead selling the products of other people.

After you have created your online store, you market it or send traffic to it so that buyers who want the products you have listed could contact you and place an order. Once an order has been placed, you take the money paid by the buyer and then head over to the supplier. You pay part of the money to the supplier so that they ship the good or product to the buyer.

It is just like your typical buying and selling or what is called retail arbitrage. However, in everyday buying and selling, a seller would buy from a cheaper source, keep the product in their store or inventory house, and look for buyers. When a buyer comes around, the seller hands over the desired product to the buyer. Dropshipping is a bit similar; however, you are not keeping an inventory of any kind.

You don't even get to see the good or products you are selling. You only list them on your online platform, and when you are contacted or when an order is placed, the supplier sends the product directly to the buyer.

How do you make a profit as a dropshipper? Your profit is the difference between the price for which you listed the product and the actual price that the supplier has set for the product. For instance, if a headset sells for \$100, you could set the price at \$150. Now, when a buyer contacts you for the headset, they will pay you \$150 – you will take \$100 and send to the supplier of the product who will then ship the headset directly to the buyer. Your own gain or profit in the entire transaction will be \$50.

Dropshipping is a risk-free business model, and that's one of the reasons why anybody that wants to go into e-commerce is advised to start with dropshipping. Dropshipping is risk-free in that you don't get to handle the products you are selling – you are only a middleman or intermediary between the buyer of a product and a supplier of the same product.

Additionally, since you don't keep the inventory of the products you are selling, the risk that is associated with stock keeping has already been lifted off your shoulder. With minimal risks, you stand to gain more while doing minimal work. Furthermore, you don't have to be the one that develops the product you sell. One of the hardest parts of being an e-commerce entrepreneur is product research and development.

Many businesses fail because they did not do proper product research and development. However, as a dropshipper, you don't have to bother yourself with such burdens. The supplier of the product has already done a good job of researching and developing a hot-selling product. Your only job is to connect this supplier to a buyer of their product.

If one supplier stops making good products or if you find out about cheaper alternatives, you could switch suppliers, and your business will not be affected in any way. Many suppliers are happy to work with dropshippers because they (dropshippers) help them to grow their business and increase their customer reach. Some suppliers are even happy to stamp your name or company name on the product to make it seem as if you own the product.

Dropshipping is a win-win for all the parties involved. It is a win for you the dropshipper because you get to sell products that you don't manufacture and make money while at it. It is an easy way to make money online, and if

done well, it can make you rich. Remember, e-commerce will continue to grow in the coming years. And as more and more people embrace e-commerce, your dropshipping business will continue to grow.

Dropshipping is a win for the customer or buyer because the products they buy through this means help them to solve their problems. When many people have issues or when they need products, they often do not know where or how to get the products. If a dropshipper helps such a buyer to find the products they need, then the buyer has benefited from dropshipping as a business model.

Besides, dropshipping is a win for the supplier of a product because dropshippers help them to sell more products. Think of this – if you are a supplier of a product, which would you prefer – to work with dropshippers and sell more or to shun dropshippers and sell less? Every smart business owner/supplier understands that it is better for them to partner with others and earn 50% than not to partner up and earn 0%. So, it is safe to say that dropshipping also helps suppliers to sell more products.

Why can't the buyer source products directly?

One of the most common question that people ask when they hear of dropshipping is, “why can't the buyer just source their products directly from the supplier?” While that is a logical question that anyone should ask, there are real reasons why buyers do not source for a product directly from a supplier. One of the reasons is that most buyers prefer to sit in the comfort of their bedroom and order the products they need.

Think of it this way – how many times do you go directly to a farm to source for your groceries? Even though going to the farm to source for supplies will cost less, and you are guaranteed of getting only fresh farm produce, many people still prefer to get their supplies from the grocery store. This is even though grocery stores sell at a far costlier price than what would be attainable in a farm. Also, before the products get to the grocery stores, they may already be losing their freshness; yet most people prefer to buy from the grocery stores. Why is that so?

The simple answer is convenience. We live in a fast-paced world where people want things instantly. That's why we have instant noodles - instant this and that. Everything is instant – no buyer wants to go through the rigorous stress of finding a direct supplier for a product that they want to

buy. Rather, they choose to pay a little more for someone to do the job for them .

So, instead of sacrificing their comfort to look for a supplier, many online shoppers prefer to spare a few dollars to have someone else do it for them; and that's one of the reasons why dropshipping is booming and will continue to remain relevant in the coming years.

Even if a buyer decides to go scout for a product directly, they might just give up after a few tries. The reason is – even though the internet has made the world a global village, the truth remains that it takes a special skill for someone to search and find desired products even on the internet. Going through many sources searching for a product can be time-consuming and tiring, and many online shoppers do not have that energy and time.

Another reason why online shopper doesn't approach the suppliers directly is that they do not even know that an e-commerce store is a dropshipping store. A typical dropshipping store is just designed to look like your standard e-commerce store. There is no difference – when you get to the store, you see different products listed there with their individual prices. Then you also see an "order" button or instructions on how to order for the desired product.

On the surface, everything looks like a typical online store – then after the online shopper has ordered a product, the dropshipper does the rest of the job at the background or behind the scenes. The dropshipper will take the money paid by the online shopper and place an order on the website of the supplier. Then the supplier will fulfill the order and send the ordered product to the address of the online shopper. So, the online shopper does not even know that the online store they are ordering their product from is only but a dropshipping store.

We could summarize the reasons why online shoppers don't buy from a supplier directly as follows:

- Dropshipping makes the buying process easier for an online shopper.
- Many online shoppers don't know that they are buying from a dropshipper. They just want to have their ordered product

delivered to their doorstep, and it does not matter if they pay a little more.

- In many cases, the online shopper has gotten to trust the dropshipping store and won't want to trade with another brand that is yet to be tested and trusted. It is often said that the devil you know is better than the angel you don't know.
- It is interesting to note that most of the independent online stores you come across on the internet are dropshipping stores. At the surface level, you would never know that such stores have dropshippers behind them. When you place an order for a product, dropshipping is then done behind the scene. Even on popular e-commerce marketplaces like Amazon and eBay, there are dropshipping stores there.

These popular marketplaces allow independent vendors to open stores on the platform – so, dropshippers also open their stores on there. If you have ever bought a product from Amazon or any of the other popular e-commerce marketplaces, then there is a high chance that the product was drop shipped. All this goes to show that dropshipping is more pervasive than you think – so starting a dropshipping store could never be a wrong business decision.

If you plan to run a successful dropshipping store, you don't need to spend a lot of money. However, you need to be a good researcher – this will help you to research and find hot-selling products which you can list on your store and make more money. Dropshipping business thrives on large volume sales – since the profit margins can be small sometimes, you need to sell in large volumes if you intend to make more money. This is one of the reasons why you need to research and come up with hot-selling products. You also need to design your store to be catchy enough and put SEO (Search Engine Optimization) into consideration when designing the store. We shall get to talk more on these tips later.

Why bother about dropshipping?

Here are a few reasons why you should consider starting your own dropshipping business today:

1. It is easy to start

As mentioned earlier, starting a new business used to be hard – however, business models like dropshipping have made owning a business a simple process. As a dropshipper, you don't need to worry about getting office space; you don't have to worry about hiring and paying staff, at least when you are just starting. You may need to hire virtual assistants to assist in running the business later, but that's when you have grown to a reasonable extent.

Furthermore, you don't have to bother about securing huge startup capital – essentially, you are not using your money to run the business. You are only but a middleman, you take money from an online shopper, pay some of the money to a supplier of a product, and you keep the remaining as your profit. So, you don't need huge funds – if you already have a computer or even a mobile phone and an internet connection, then you could start and grow a dropshipping store.

Since you don't fulfill your own orders yourself, you don't have to worry about product research and development. The product's supplier has already done an excellent job of researching and developing the right product so that the burden is no longer on you. If a product stops selling well, you will only need to research and find other hot-selling products and list them on your store. As you may already know, product research and development are one of the most challenging aspects of running a business. But as a dropshipper, that aspect is already taken care of. So, you are hugely in luck.

Once you have found a good product that you want to sell, you only need a platform to display them or make them visible to buyers. You could leverage existing and already trusted e-commerce marketplaces to display your products, or you could create your own independent online store. Social media is also a great place for displaying the products you are selling.

2. Easy access to millions of products

As a dropshipper, you could list thousands of products on your store and make more money. The more products you list, the more your chances of recording sales, which translates to more money for you. Listing as much as a thousand products on your store is extremely practical, since you are not the one developing the products or fulfilling the orders.

You are not restricted to one type of product – you could source for products from different suppliers and list them on your store. Whenever a product is ordered, you simply send the order details to the affected supplier to fulfill the order. To list different products, especially if it is an independent store. For instance, you could list headphones, totem bags, phone cases, belts, shoes, etc. on the same dropshipping store.

3. You can set the price of products

A supplier will often give you products at wholesale or reduced prices – you could then add your own profit to the cost and sell to the buyer. If you desire to make more money, you could raise your prices slightly while ensuring it is still reasonable.

4. Easily scalable

As a dropshipper, you can easily scale up your business by hiring virtual assistants to assist in the running of the business. You could also create more stores on other marketplaces where you don't have one already. You could research and list more products to increase your profitability.

Downsides

Dropshipping has its own downsides – so, it is essential that we also mention some of them. Without romanticizing everything, here are some of the disadvantages of dropshipping:

1. High competition

If you have a store on any of the popular e-commerce marketplaces, which is what most dropshippers do, then you will have to deal with stiff competition. Dropshipping has a very low barrier of entry – it is a business which anybody can join – and as expected, the competition is very high. However, you could always overcome competition by developing unique strategies. And you must understand that there is competition in every business. Even those businesses that have a very high barrier of entry, still face competition .

So, you must see competition as a regular thing in business and work out strategies on how to stand out from the crowd. The best way to beat the competition in dropshipping is to find and sell unique products that many

people are not already selling. Most dropshippers have a herd mentality – once they hear that one item is selling like hotcakes, they will all rush in to sell the same product. Do not be like most dropshippers; you should be different if you ever want to stand way above the competition.

2. Supplier error

Sometimes, you order a different thing, and the supplier sends an entirely different item to your buyer. This happens more often – and in such situations, the buyer might escalate the situation and hurt your business. Supplier error can make you lose money as you will need to use your money to pay for the actual product that the buyer wanted.

3. Shipping times are usually longer

Most suppliers are based in distant countries like China – as a result, ordered products will often take a longer time to get to the buyer. While many buyers do not care about long shipping times, some others will not take it. Some potential buyers will not purchase from your store if they discover that the shipping time will be longer than necessary – making you lose out on money you would have made .

The above are just some of the downsides of running a dropshipping business. Despite these assume downsides, dropshipping is still a great business model for anyone who wants to become financially independent while keying into new global trends. If you are now convinced that dropshipping is for you, then read on this guide that will take you by the hand and show you how to create and grow your own e-commerce empire.

Chapter 15: How To Start Affiliate Marketing From Scratch Learning All The Necessary Skills?



Affiliate marketing can provide you with a great opportunity to earn some commissions simply by selling products and services to others. You are the marketing and advertising for the company. You won't have to make the product or even worry about inventory, shipping, or customer service when it comes to working with this form of marketing, which is part of what makes it such a successful thing for many people to do at home and in their free time. Many people decide to work with this method because it can help supplement their own income without too much work on their part, and you can do it at home in between your other job.

However, affiliate marketing is not always as simple as it seems. It can bring in a nice steady income, and there are those individuals who are able to join the market and make a full-time income. But these individuals are sometimes the exception, and they had to put in a lot of time and effort in order to earn this income.

The good news is that anyone is able to get started with affiliate marketing, they just need to be willing and able to put in the hard work, they need to have a good following, or a method to come up with this good following, a

good product, and the time to market the products well. Let's look at some of the steps that you can take in order to start with affiliate marketing to bring in the income that you have been looking for.

Becoming an Affiliate

The first thing that we need to look at are some of the steps you can follow in order to become an affiliate marketer. You must always sell what you know. This means that when you are starting out, make sure that you sell a product or a service that you have some familiarity with. Online marketers are going to call this kind of process as 'picking your niche'. You are going to look unprofessional if you go into the market and try to sell something that you know nothing about. It is much better to pick out products and services that match up with the things that you already know so that you can reach the best audience, you can answer any questions that your audience has, and you actually know what you are talking about.

For example, if you are an interior designer and you have been doing it for some time, it makes sense for you to sell something like curtains or a comforter set. But it wouldn't make sense for you to sell something like car parts, even if these would provide you with a bigger check. Picking out items that have to do with the expertise you have will make it easier to sell and can take less effort.

The next step to concentrate on is starting a website that is dedicated and relevant to the niche you want to sell. This can help you in a few ways. First, it gives you someplace to send your customers when they are interested in the products you will advertise. And most affiliate marketing companies will want to see the URL of the website that you want to use for selling their products. This allows them to look and then they can ensure that the content is going to match up with the values and niche of the company.

You will find that it is simple to set up a website. You can use a variety of options including WordPress. Be sure that the information that is on your website doesn't seem too salesy. You want to provide some value to the customer and to look like an authority in your niche.

Once all of this is set up, you can take your time to research the right affiliate program that you want to work with. Find an affiliate program that can offer you some products or services, ones that match up with your niche

and interests. Amazon is a good place to start. Since this company sells almost everything and offers pretty good commissions, it is at least something to consider.

Another option to work with is Commission Junction which is another place to look because just by joining their site, you will be able to choose from many of the popular companies you know. You can search around and find the one that looks best or sells the products you are interested in. Or Clickbank is a choice of many affiliate marketers. This is because the commissions that are available for many marketers on this site are high, helping you to earn more.

After you have had some time to do your research, it is time to join the affiliate program. Remember that most of these are going to be free to join, so be wary if one tries to charge you, especially if the amount is high. If you are being asked for your credit card simply to join the system, then it is likely that they are scammers and you should find another option to go with.

However, keep in mind that the affiliate program is going to ask you for some information like a PayPal account or your bank account. This isn't so you can pay them. It's so that the company can come and pay you once you get some referrals and sales. You will also be asked for the URL of your website so that the company can check that your website is professional and that you won't harm their reputation in the process.

Marketing the Products

Once you have had some time to go through and look at the different affiliate programs that you can work with, and you have chosen at least a few different options for products to promote, it is time to actually start marketing these products. It isn't enough to just have a link and then just post it without doing anything else. There are millions of websites out there and thousands of other affiliate marketers that you must worry about. If you don't put in the work, you won't be able to make a good profit from that link.

First, you should take the affiliate link that you are provided and then add it into your content. If you already have a blog or other content that you could just add the link to, this can really make a difference in the amount of success you will see, without as much work. You can add it to the content

that you already have on your website, or you can choose to make a new piece that is dedicated to that link and that recommendation. This way, when someone comes to the page and clicks on the link, they will be taken straight to the company site. If the customer does end up purchasing the product, then you will earn commissions.

The good news here is that most affiliate marketing companies are going to make it as easy as possible to get a link to their site. They want you to be able to use these links because it means that they are making money as well. But the method in which you will get these links from the company will vary based on which company you are working with. Most companies will list the steps or will otherwise make it easy to get ahold of the link that you need.

Next, we need to include visual with any sidebars that we want to create. Your website, like what other websites will do, will have sidebar. This is a great place to add in some visuals for the product that you are trying to sell. Many times, the company you are working with will provide some high-quality images so you can find the right one for your sidebar.

During this time, you must make sure that you continue to produce content that is relevant to your niche. You don't want to just post about the affiliate links all the time. People are going to keep coming back to your website because they find useful information that they can use in their own lives as well. If you stop creating this content, they will stop coming back, and future affiliate links are going to end up on deaf ears. If you must, make sure that you set up a schedule that makes it easy for you to post as often as needed, and always keep the information fresh and easy to read through for the returning followers.

Monitoring your success is so important when it comes to working with affiliate marketing. You will find that analytics can be so useful for this because it will show you how many people came to a site and clicked on your link, how long they stayed there, and even whether they purchased the item or not. There can also be a lot of other information for you to sift through as well, depending on the software and the analytics tool you decide to go with.

The good thing here is that a lot of affiliate marketing sites are going to offer you some great analytics. Remember, they are going to do well only if

you do well too. They can provide you with a wide variety of analytics that may be helpful so that you can get an idea of what is working the best on your site.

1. If you find that there is one niche or one type of product that seems to sell well on your site, then you will want to start producing more content that will provide you a chance to market that product or niche more in the future.
2. Don't ever underestimate the power of Google Analytics. These can provide you with a good understanding of the demographics of your visitors. You can choose to tailor your marketing efforts to people who fit into this demographic, making your efforts more efficient.
3. Pay attention to the posts that you have and the ones that tend to get the most visitors. If you find that there are certain types of posts that seem to get more visitors than other, then you may want to stick more with the topics that go with these and consider adding some more affiliate links to them to make more money.
4. Focus on the things that work and get rid of anything that doesn't seem to work for you. The analytics that are provided to you, either your own or the ones provided by the company you work with, will tell you what is working and what you should change. As time goes on, you will be able to fine tune what you are doing, and this can lead to some great results overall.

How to Manage Your Business

Once you have the affiliate marketing all up and running, it is time to learn some of the steps that are needed to help you manage your business. First, we need to look at preparing for taxes. If you make some money on this, then you will need to pay some taxes on that income. At the beginning of the year, your partner companies are going to send you a tax form 1099. If they don't, this doesn't mean that you are off the hook; you will just have to do the taxes without this information.

If you are running this business as an LLC or a sole proprietor, you will need to report the income that is on the 1099 tax form on the Schedule C—Profit or Loss from Business. But if you choose to run the business as either an S or a C corporation, you will report this income on a Schedule K-1.

Another thing that you can consider doing is expanding your business. You want to strive to get more growth and to make more money in the process. There are a few ways that you can do this. First, look for some new products that are available that you think would be easy to manage and market online. Browse through a variety of affiliate companies and look for newer businesses that are getting on this program; they are likely to have some great products and have lower amounts of competition.

You also want to make sure that you are constantly promoting your business online. You can work with social media, email, and any other channel that you wish to help promote the business and to ensure that people will keep coming back and searching for the great deals that you offer.

And finally, after you have spent some time on your business and you have worked to grow it as much as possible, it is time to figure out how to automate as many pieces of the company as you can. There are several different digital marketing tools that you can choose from. Some are going to require you to pay for the use of them, but it does benefit you by providing you with some free time that doesn't have to be at the computer.

There are a few different methods you can use for affiliate marketing. While setting up a website is one of the most popular options, there are also others that you can choose to work with as well. Some people like to do affiliate marketing on their Facebook page. Others may like to use their Instagram, their YouTube, or another popular page. We will show you some of the different things that you can do with these later but be aware that there are many options you can choose from when it comes to affiliate marketing.

Chapter 16: Learn The Exact Steps To Find The Best Affiliate Networks And Avoid All Risks.

In affiliate marketing, applications are run on affiliate networks. A network acts as a relied on middleman between a merchant and an affiliate. For example, networks host traders' innovative (banners, hyperlinks, and so on.), handle all tracking and reporting, and robotically pay out commissions to affiliates based totally at the guidelines set by using the service provider. In a few instances, they also make a service provider's affiliate software available to a huge pool of fellow workers who are members of that community. Some traders consider that it's of their quality interest to run their affiliate programs on a couple of affiliate networks. The reason is that doing so will provide them more attain and, ultimately, pressure more sales. But, for the big majority of e-commerce merchants, jogging an affiliate program on more than one networks handiest serves to add unnecessary cost and complexity. The handiest use of time and budget is to awareness on growing a program to its full capacity with one network. Which community you choose to work with depends on your common approach.

Consequently, while choosing a network, it's vital to take a variety of things into attention. To properly examine what community might the first-class suit your affiliate software, make sure to first solution those key questions:

1. What kinds/classes of affiliates are you concentrated on?

Some networks concentrate on sure verticals, along with style, finance, exterior, bloggers, and so forth. Research the exclusive affiliates within the networks (or work with an enterprise to do it for you) to assess how they in shape up with your goal affiliates.

2. What are your organization's unique monitoring requirements?

Superior tracking talents, which include the potential to music new versus returning customers, mobile transactions, and so on. Vary a few of the

networks. First, decide what you want to song after which make sure that the network helps it.

3. What does the community charge?

The cost of monitoring degrees broadens and should be projected out. Conventional affiliate networks normally charge a percentage of the commission or the sale.

4. Do you want to establish an international affiliate application?

Presence and talents outside America range greatly. While maximum affiliate networks guide international hobby, very few have real international know-how. If a worldwide application is to your company's destiny, the community needs to know about the marketing demanding situations and cultural intricacies which are precise to the USA or nations you're trying to do enterprise in. They ought to realize the affiliate industry interior and out and have the wherewithal to help your emblem resonate with that area's customer base.

5. What is their stance towards any fraud?

How they've approaches in the region to monitor and save you from fraud or whether they go away as much as the service provider to do this on their very own. If the community does have a device in vicinity, examine how lively they're with screening affiliates earlier than they join the community and blocking discovered offenders from the network. If fraud management would be your obligation, make certain which you have a management plan in place that has the vital sources and know-how to efficiently limit fraud.

6. What degree of provider do you want from a network?

A few networks offer complete-carrier support for a price. Others have a remarkable guide for no value and others provide little or no service. Therefore, it's critical to determine whether your program could be controlled in-house or whether you'll be outsourcing the control of your software to the community or a business enterprise. A few merchants have turned over their whole affiliate software to a community for "management."

However, it's essential to be conscious that this method can bring about a serious battle of interest because the community oversees making key decisions on the company's behalf.

7. What kind of support should I assume in operating together with your affiliate community?

Once the ink dries at the settlement type at form of client reveal in are you in for with that affiliate community? Ask for a list of traders that you could speak with that are like your enterprise in phrases of affiliate sales or projected affiliate sales.

If you have an affiliate control organization or are signing up for a lower-tier SLA to manipulate your application in-residence, speaking with a service provider that has a network managed or top-tier SLA won't be applicable or as helpful.

8. What sorts of merchants locate the maximum price on your affiliate network? Ask for a list of merchants just like yours and why they may be a success inside the community.

Whilst you could now not want to run on the identical affiliate network as your biggest competitors, there may be a few in understanding what classes of merchants carry out high-quality within the network. If you're a generation organization, you may need to think about how well your program will carry out in a network specializing in health & splendor.

9. What affiliate fashions are most distinguished for your affiliate community?

Ask about the sorts of offers that resonate first-rate with affiliates inside the network. This question will assist you to figure out the pay-for-overall performance version that receives affiliates excited in that community. If you're searching out an affiliated community a good way to serve as a platform to grow e-trade sales.

10. What styles of affiliates are most successful for your affiliate network?

Figuring out what kinds of affiliates are most a hit within the affiliate community and their marketing methods are very crucial. If you do not allow affiliates to do pay-in line with-click (PPC) or promote research G products the use of discounts, a community with heavy-hitting coupons and search advertising affiliates might be no longer worth a lot of a while. The affiliate community needs to be able to offer you a break-down of the cut-up percentages of the exceptional affiliate types in the community. If they could provide you these facts, make certain to clarify whether that is “energetic” affiliates or a degree of their standard affiliate base.

Choosing the “right” network for your affiliate application will rely upon diffusion of factors, so it’s important to cautiously examine each one to determine whether or no longer it's going to meet your needs.

Additionally, whilst a network does play a critical position in connecting your program to affiliates, it’s in no way enough to simply rely on the community. To grow your affiliate application long-term, you furthermore might need a publisher development manner in the vicinity and examine everyone to make certain they're a great healthy to your program.

Creating a matrix to evaluate different affiliate networks is probably the only. Your matrix must factor around the questions above in addition to different elements so that it will impact your decision, including in advance fee, contract term, monthly community expenses, and so forth.

Quantifying each of the items on your matrix with a weighted cost will make the choice technique extra green utilizing ensuring all of us involved inside the choice technique is at the equal web page.

When you’ve decided on an affiliated community to handle the monitoring, reporting, and fee charge of your affiliates — it’s time to think about who’s going to be handling your affiliate program.

As mentioned, affiliate networks now and again offer controlled offerings for an extra price. A few merchants discover that maintaining an affiliate management business enterprise is a better.

On the Stop of the day, you need to discover the best affiliate network and affiliate control solution that fits the needs of your enterprise.

Chapter 17: How To Find Unimaginable Niches That Dramatically Increase Your Profits?

When it comes to marketing the content that you create as effectively as possible the first, and perhaps most important, thing that you will need to consider is what niche of the market you are going to cater to. A niche is specialized on the larger consumer market which naturally lends itself to a specific set of customer demographics as well as products and interests. For example, the online dating market is a broad category which holds several different niches including things like polyamory, green dating, sacred sexuality, soulmates and more. These niches can then be broken down even further into things such as polyamory over 40 or homosexual sacred sexuality.

Choosing a highly specialized niche is an ideal way to help yourself stand out from others with the same general product, thus making your affiliate marketing more effective in the long run. This can be more difficult than it sounds, however, as not every niche and subniche is automatically going to be profitable which is why it is important to do the proper research before you get started to avoid wasting your time.

As creating the type of marketing content that results in positive clicks requires a fair amount of interacting with users as well as the subculture surrounding the topic in question, the best place to start when it comes to choosing a niche is something that you are already passionate about. If you can't come up with something profitable that completely lines up with your hobbies or interests, you will at least want to pick something that you aren't actively opposed to learning quite a bit more about.

While hosting a website that purely functioned as an aggregation of content related to a specific niche were once very common, Google has since changed the way it ranks websites which means that if you aim for something along these lines then you aren't ever going to receive any search engine ranking traffic. This means that in order to be successful when it comes to affiliate marketing you are going to need to market yourself as

much as the products or services you are advertising if you hope to make a profit in the long run.

Remember, affiliate marketing is a slow and steady process of amassing users and teaching them that they can trust you which means that it is crucial to pick a niche that you can stick with for more than a few months. Therefore, hobbies and interests are such a natural fit, if you already spend hours each week obsessing over something, taking the next step into writing about products other people in your situation would care about is a natural step.

If, as you take stock of your hobbies and interests, you don't find anything that obviously sticks out as a potential affiliate marketing revenue stream, chances are you are taking too much of a macro look at your life. If this is the case, you will instead want to map out your daily routine with an eye towards the things that are popular enough to have a built-in audience that is interested in them, while at the same time not being so broadly popular that finding space in the niche would be difficult.

After you have between five and 10 potential topics in mind, the next thing you are going to want to do is to break them down into more specific categories, two or three per topic should do it, and then do a little extra online research to see how the space is currently defined by your future competition in the space. You don't need to focus on coming up with only profitable ideas at this step, only a wide variety of options. The goal is to get the creative juices flowing and help you tap into some subniches that you may otherwise miss.

If, despite your best efforts, you can't come up with anything that really seems to stick, but you do have an idea of the types of products you are interested in marketing, then you should head to Amazon and look at the products you are considering advertising, as well as those related to these items. These products will all be classified into categories which might put you on the right track towards possible subniches and niches.

Narrow down your list

Locate the right target audience

After you have brainstormed a number of potential target niches, the next thing you will want to do is to cut them down to the best of the best when it

comes to speaking to the types of customers you are going to want to target. Finding the right audience can be done in numerous different ways, starting with a consideration of your own demographic and the people like you who might be interested in the products you want to advertise.

Like the niche you choose, it is important to focus on a very specific segment of the market as every group is going to have very different likes and dislikes that influence their buying habits. For example, if you decide to focus only on men, then you will find some broad similarities, but a 19-year-old college student is going to be radically different in terms of their priorities when compared to a man of 40 who is married with two children. This goes to show that if your target audience is too broad you will only end up appealing to no one.

Consider their problems:

Once you have landed on a specific demographic, the next thing you will need to consider is the types of problems that the demographic ends up facing on a regular basis. Furthermore, you will want to keep in mind things such as their desires and aspirations, as well as the issues they might routinely run into when it comes to following their dreams. Once you have done some brainstorming, the next thing you will want to do is to head back to Google and plug in the words you have come up with to see what the general online space regarding them looks like. If the problems, you come up with don't see many results then it isn't really a problem your target audience is concerned with.

Consider the potential for profit:

After you have landed on multiple different problems that you know your target audience needs to solve, you will then need to consider if there are products out there that this group would be interested in paying for in order to solve them. This is an especially important step as there is no point in creating advertising content if your target audience is unlikely to bite on the solutions you are peddling. If you like the audience you have chosen, then it is best to focus on items that are well within their price range, though not so cheap that they would constitute an impulse buy. This will ensure they don't spend too long thinking about each decision, while at the same time ensuring they still seek some guidance.

To ensure that people are buying what you are considering sell, you can head to Adwords Google and look at the keyword planner tool. This will allow you to view search results as they are filtered by keyword as a means of determining how frequently they come in search results in general. It will also show you the breakdown of the timeline of the searches, allowing you to determine if the products you are considering selling are on the rise or on the way out of the public consciousness.

With these details in mind, you will then want to visit numerous different existing sites that are doing what you are considering doing to determine what the demand for this type of information currently is. While visiting the competition, it is important to keep an eye out for those that have active advertising beyond Google AdSense as this is a sign that they are popular enough to attract outside advertisers as well. This is a strong sign that there is money to be made from the community you are considering targeting.

Look beyond the obvious:

Beyond just understanding the problems that your target audience is going to face on a regular basis, you will also need to consider the ways in which they work to solve these problems themselves. For example, if you are looking to target individuals who are looking for soulmates then you are going to want to consider what exactly that phrase means to them, the qualities that they look for in a romantic partner and even how they approach the idea of love in general.

Considering the potential psyche and deeper motivations of your target audience is going to help you to learn to think as they do which is crucial when it comes to creating the type of content that they legitimately respond to and will hopefully seek out more of. Furthermore, it will help you to understand the language and slang that they commonly use, something you should pepper into your reviews to ensure you sound like one of them. Only by understanding them both inside and out will you ever be able to realistically create the type of content that really speaks to them in such a way that it generates the types of results they are looking for.

Decide if you can stick with it:

Once you have found a niche that seems as though it is going to work for you, the next step is to have an honest conversation with yourself regarding your ability to stick with the niche and provide useful, and profitable,

content in the long-term. This means more than creating the stray bit of content here and there, if you want to make a true profit with affiliate marketing you are going to need to create a public persona that those in the niche respond to. This is the only way to build their trust and create the type of traffic to your site in the long-term that you are going to need to generate a reliable passive income stream.

Consider industry trends:

Just because a specific niche has a strong audience now, doesn't mean that you can jump in with both feet without doing some research first. This is because it is quite possible that the niche you have found has already peaked when it comes to popularity. If this is the case then, despite your best efforts, you will only ever see diminishing returns which means it is best to start somewhere else instead to avoid having to start from square one again in a matter of months.

The trend tool from Google is extremely useful in this instance as it shows how often a keyword was searched in each month. Specifically, in this instance, you are going to want to target niches where the number of searches is each monthly is always on the rise as opposed to those where the biggest surge of search popularity has already peaked.

Find an entry point:

After you have found a few promising niches, the next thing you will want to do is to determine if there is still enough room in the niche for you and your unique spin on things. Once more you will want to visit Google and do a simple search utilizing the types of keywords that your target audience is likely going to use. The types of results that are going to be the most useful are going to feature a wide variety of sites, with no site being listed more than once on the first page. The less diverse the first page of Google search results, the more difficult it will be for you to make a dent in the competition. If there are four or fewer sites on the first page, then you are going to want to look elsewhere as the odds are stacked against you.

Consider your ability to generate content:

Assuming you have come across a niche or subniche that you believe looks promising, the next thing you are going to need to do is to consider if you have the ability to create enough content to get your site up and running. To

start, you are going to want to come up with at least 50 ideas for topics that you will be able to create content around, as well as 25 ideas for smaller social media posts to keep the stream of new users flowing in while you are working on generating more substantial content.

When you first get started you are going to want to post around 3 different pieces of content a week so the 50 that you come up with to start should be enough to get you through the first month. Remember, not all of these should be reviews of products you are selling, as this has the potential to turn off some regular users. Instead, you should focus on creating two pieces of content that relates to the niche in question for each one piece of advertising content you create.

Once you have built up your archives a bit, you can slow down somewhat, though slowing down too much will curtail much of your existing hard work. Ideally, you will never want to post less than two pieces of new content per week to keep users visiting your site on a regular basis. If you can brainstorm the required amount of content after a day or two of doing research and considering the topic from all sides, then you may want to go back to the drawing board and pick something more personal to try again as this is a sure sign that you are going to continue having trouble moving forward. While you might not like the idea of starting from scratch this far in, it is going to be far preferable to moving ahead with a half-baked idea and ending up back at square one after months of effort.

Popular niche ideas

While certain topics are going to be a flash in the pan, starting off strong before fizzling out sooner than later, others are going to be evergreen and will always have a target audience waiting to consume new content. For the best results, start with one of these and then look for a relatively new sub-niche that you can really put your mark on.

Wealth, health and romance:

Known in the content marketing world as the big 3, wealth, health and romance niches are always popular and new sub-niches are always popping up to give them a boost as well. What's more, the target audience for each has long been trained to always be on the lookout for the next big thing which means you will have a group of individuals who are eager to throw money at your product or service. Essentially this means that there are

potential customers beyond count out there that are just waiting for someone new (you and your content) to tell them how to solve all their problems and they are willing to throw as much money at the issue as it takes to find the happiness they are looking for.

The health niche is a veritable smorgasbord of subniches, from everything to smoking cessation to weight loss trends to help with vanity issues such as hair loss. This is to say nothing of medical conditions for which there is no cure, such as IBS. The wealth niche is useful as it includes a variety of subniches that are evergreen including anything to do with passive income, internet marketing, gambling or investing. Finally, when it comes to romance the possibilities are virtually endless and reviews of everything from dating apps to personal grooming products are sure to see plenty of clicks.

Expensive hobbies:

When it comes to affiliate marketing, if you can find your own space in the market, there is no better niche than one that has to do with an expensive hobby. You will never lack for content as new products are always being released, and the target audience you are speaking to is one that is already in the habit of buying new products to support their habit as well. From drone racing to marijuana, if you can put a unique spin on one of these niches you can practically guarantee that if you do the work you can find an audience that is looking to spend money. This is also a good option if you are having a hard time coming up with content on your own as there will always be plenty of topics surrounding these hobbies to choose from.

Chapter 18: The Best Copywriting Techniques



It is time for you to write your very first blog post, you might be very excited or super nervous. Either way, your first post is not going to be the best. However, don't let that stop you from writing one as I want you to try your best and post one. You will learn and grow with your blog and writing, but don't expect perfection from the get-go. As it takes time and practical lessons before you become a professional blogger so to speak.

Remember if you have decent writing skills, meaning that you can write a sentence and you have some knowledge on the topic at hand then you should be ok. If you have been doing your research online, then you might have read about a million ways to write a blog post. For the sake of this book, we will make a dummy-proof system that can be used for anyone to write up a great article. We will be utilizing a method known as the P.A.S method, which is simple to use and has been used by many bloggers with great success.

The best part about this method is you can write a typical blog post with no affiliate links, and you can also use it for selling products through your affiliate link. With that note, we will talk about P: problem A: agitate S:

solve method in more depth. We will also write up an example article of the PAS method for the readers to understand it better.

P: problem

Just like the title says it is a problem, I want you to understand your niche and the readers it brings. If your blog is about how to lose body fat and stay healthy, then I want you to start the article by displaying the problems to the readers. The way to do it is by making it relatable, make the readers feel like you know their struggles and pain.

A: agitate

I want to further the pain. You have managed to find the pain point of your readers, and now you need to make it more emotionally connecting to the readers. Make the readers feel like they need to find a solution to their problem, as soon as possible because they can't live like this. Also, don't talk about the issues too much as it will make you sound weak and not helpful.

S: solve

Now finally, you will be offering the readers a way out of their problem! You are their savior. This could be either an affiliate link to a product that will solve their solution or, it can be a solution you could offer your readers to gain trust. Don't keep sending them to affiliate links all the time, as this will look like you are trying to make a buck from them and not help. Use a method known as the "jab, jab, jab, hook," You write three articles free of knowledge and the fourth one is where you add an affiliate link.

P.A.S (in action)

You might have read online how you can lose 50 lbs. in 4 months by taking this magic pill or following a \$1,000 workout program, let me save you some time and let you in on a little secret NONE of this work. I have been where you are right now, struggling to lose weight and can't seem to find a way out.

I know that you have tried and failed a thousand times, and you still can't seem to achieve the results you have been striving for. I can understand it is hard, you try and find a plan for success, but you end up getting disappointed.

Truthfully, we both know you cannot live like this, there are a lot more things to enjoy in life which you haven't experienced because you are overweight. I can say that because I have been there, I use to be 50 lbs. overweight trying to lose it. After trying everything, I managed to find a way out of this mess.

Which was using this plan known as "get fit." I lost 50 lbs. in a matter of 4 months, and I haven't looked back since then. I can finally move more freely and experience more things in life. If you are struggling to lose your weight like I was, then clicking the link below will take you to a page with a discount code where you can get a copy of yourself. I can't wait to see you live a healthy life like I am!

If you read the example article carefully, then you can see how I have managed to implement all three methods in the P.A.S smoothly. That should be your goal when you are writing up your article, make it flow. My recommendation would be to write your first three articles without any affiliate links, help your new readers for free so they can gain trust in you.

Once you do decide to add an affiliate link of yours, then the chances of them converting would be higher compared to if you didn't provide them with free information. Also, don't worry about writing your articles in many ways. You can quickly scale up your blog to \$3,000 a month by only using the P.A.S method.

Furthermore, don't forget to add a featured image to your blog post. You can find HD images for free at many free websites, make sure the pictures are HD and are related to your blog post. Finally, follow this chapter step by step and you should have no problem writing up a great article on your blog website.

Just remember not to chase perfection as it will lead you disappointed, instead try your best and show it to the world. You will learn a lot more from practical experiences rather than trying to read this book and making it perfect, use this book as a guide and embark on your own journey.

Chapter 19: The 4 Proven Strategies To Promote Your Affiliate Business And Scale Your Earnings To Very High Levels.

One of the easiest ways in which you can make money online is by taking up affiliate marketing. You don't have to work on product ideas, product creation, providing customer support, or any other problems that are associated with the creation and development of a product. All that you need to do is promote a product.

Build Your Website Traffic First and be Patient

Affiliate marketing thrives on people's interest in clicking on links to products that catch their eye. But who are these "people"? All those who visit your blog or website to read what you have written. So, your blog or site must be as interesting as possible, if you are interested in luring them. Remember that you need to establish a good reader base in order to land an affiliate marketing gig. Your content must be as engaging as the look of your blog or website.

If you're not getting a good number of unique visitors to your website, you're not going to get the click-through to your affiliate. Here, "unique" refers to new customers and not the same old ones who have probably bookmarked you and keep visiting all the time. The traffic to your blog or site increases when the number of people visiting it is going to increase. Not everyone is going to click on the links, and to get a reasonable number of clicks, you need plenty of regular visitors. You also need to build up a reputation as an expert in your niche before people will trust you enough to go for your recommendations. There must be interesting content for people to read and remain glued. It is not helpful if they visit just once and immediately forget about your blog. You need to track the number of people that visit your page and record the numbers per day, per month, and per year. This will help you to know how popular your blog really is.

One Good Product or Business is enough

Now that we understood who these "people" are that will ensure good traffic comes your way, let us look at what they will be interested in.

Newcomers to the system often make the mistake of peppering their site or sites with lots of different things, imagining that people are likely to buy more because they have more choice. It is typical human thinking to want a lot of choice in anything and everything, let alone links on a website. You are not a store – you don't have to offer your customers choice, because they did not land on your site with purchase in mind. They're there for information, and if you're good at what you do, you'll be able to persuade them to buy something while they are there, so you can make some cash.

Think of it as a classy gig to have only one website promotion and that website is the best one that your readers can have. That is, you will have the chance to promote one product or service better rather than having to do it for 5 or 6 different ones. Not only will that confuse your customers, but it will confuse you as well. You will have to investigate two or three different companies and think of where their links will look the best. Think of yourself as a pop-up store to promote one product as opposed to a supermarket that offers a lot of choices.

The power of suggestion works on many of the customers. They will take a liking to something if you tell them that you are offering them the same product that you have personally tested and liked yourself.

Don't make the mistake of putting up too many choices at once. If you have put up just one product and the website is offering it at the best price in the market, then even if the person has left your site to do a quick price comparison, he or she is sure to return to yours to click on the ad. Also, focusing on a single product or business makes it easier to make keywords work for you. So, stick with one business or product. If you want to do more, set up a different website for each affiliate, and concentrate on that, rather than spreading yourself too thinly. What you can then do is link your sites.

Content is Very Important

This is true of any website, of course, but it's especially relevant if you are hoping to make money from affiliate marketing. People go to websites to be informed or entertained – often both at the same time. So, make sure you have plenty of content structured around the products or business you are promoting.

Another point to remember is that search engines can tell whether there's quality content on your site and will rank it higher as a result. That means more visitors and hopefully more sales. You must be well versed with the concept of "SEO." SEO refers to search engine optimization. You must have heard that many companies have a good SEO team that helps them become popular. Well, this is true because these teams will work hard on promoting the websites and blogs of the company and help it appear at the top of the Google search list.

You must pick out all the top words from your blog or website, that are most likely going to be typed by people. If they get the combination of words right, then your site is going to appear as the topmost links. For this, you can also make use of a small description that will help you put in all the main words.

But remember just a good SEO description will not do the trick and you need to have good content as well. So, forget about the keyword-stuffed sales pitches when you are coming up with content for your blog – educate, inform, entertain, but whatever you do, don't spam. You don't need long articles – in fact, three hundred-word posts will hold the attention of your audience better than one 800 to 900-word post. The more information you give away, the better the reader base. Most people will look for sites that give them an in-depth look at difficult topics. By making it easy for them, you will have a chance to increase your reader base.

You need to be as different and unique as possible. For instance, if you wish to provide customers with recipe ideas then come up with good and unique ones that are not easily available on the Internet. Once they take a liking to your unique recipes, they will be interested in clicking on an ad in your site, which might be a cream cheese brand, or even baking trays. You can also explicitly mention that you have used these brands and hyperlink the products with the words. Your readers are sure to click on them!

Keep the posts on the topic and plant the idea in the reader's mind that they need to buy whatever you're promoting. You can even drop a contextual link to a product. Help them reach a decision, rather than trying to direct them straight to the sales site. The soft approach is the best approach here as you are trying to be subtle about your promoting. I am sure you yourself

have bought many things by clicking on ads put up on blogs and sites that you read.

Promote Your Site

This sounds obvious, but if you want people to come to your site, read your content, and click on your affiliate links, you need to let them know the site exists. Whether it is a product or a service, everything needs to be promoted for people to be aware of what you are doing. Without proper promotion, how are you going to get word about your website out there? There are only so many friends that will click on your links, and for you to land a big gig, you will need at least 1000 clicks a week.

Firstly, list your site in search engines, write press releases to be distributed online, and promote your site on forums in your niche and social media.

If you have a friend whose blog is extremely popular then you can consider asking him or her to subtly promote yours on theirs. But you might have to consider paying them a small fee for it, as you will be benefitting from their service to you. If you don't have any such friends, but know of someone who has such a blog, then you can consider contacting them and asking them politely to promote yours. It's a good idea to have Facebook and Twitter accounts linked to your website and set up so that each time you post an update on the site it's posted to your social media account. You can also have a Facebook page dedicated to your website or blog where you will keep updating links to your site. Work on building an army of followers, but don't even consider buying them. Bought followers are not going to go to your website and click on the affiliate links – they just give an illusion that your social media account is more popular than it really is. You might think of being popular, but once the bubble bursts, you might be extremely disappointed. If it is a group of friends, then make sure the group is genuinely interested in your blog or site and are not doing you a favor. Those will only last for a while and decide to abandon you once they lose interest.

This is a golden rule. First and foremost, you must have confidence in who you are and what you do. If you don't have self-confidence, then it will not work in your favor. Just because it's easy to hide behind an alias on the Internet, it doesn't mean you should. It can be tempting to use a cool name but don't do it. If you want to build credibility and earn money online, you

must be a real person, with proper contact details. Don't hide behind a pen name or a nickname, use a real name and an email address tied to your domain name, rather than a Hotmail or an AOL account. If you wish to use a pen name, then consider putting it in brackets so that the person is aware of your real name as well. Make sure you write out your full name including initials, as there can be many others with the same name as you. Remember that people need to know they can contact you with questions and that they will get an answer from a real person. They might also ask for a genuine photograph, just to be sure of who the other person is. If they can't trust the Webmaster, they're not going to click on the affiliate link, and you won't make any money. It's all about trustworthiness.

Before you start to make money from affiliate marketing, you need to have your site set up to encourage people to click through on the advertising links. That means having great content that's informative and/or entertaining, earning a reputation for being an expert in your niche and taking a soft approach to selling. Let your knowledge and enthusiasm persuade the reader to click through, rather than filling the site with banners and sales pitches. Also, be sure to provide proper contact details so your readers know you are a real person.

Chapter 20: How To Better Manage Your Time To Work Less But Be More Productive?

Waking up early is a pretty important step when it comes more specifically being more efficient. If you were to ask any successful person if they wake up early or not, then the answer would YES, they are. Even from personal experience and from my friends, it has made us a lot more productive. So, if you want to better your life and live a more productive/active life, then you need to train yourself to become an early riser. It's easier said than done for most of us to wake up early, in the beginning, you will be groggy and tired, but once your body gets used to waking up early you will see benefits like:

- More time to get other important things
- Your mind will be well-rested in the mornings
- Early risers tend to be better at planning goals and making decisions

As you can see, there are a lot of benefits to waking up early, and this habit will be a plus point for you. It will make you more productive and more efficient in your life. If you have goals and visions for yourself, then you need to implement this habit right now. Waking up early can provide you with some health benefits.

Helps with better mental health

Most people don't realize how much waking up early can help with mental health. The way you start your day is crucial as it can affect your whole day. First, waking up early can help you reduce the likelihood of you rushing out the door. If you wake up early, you have more time to take it easy and take your time with a tedious task which will help you stay calm and collected during the day. This will make a big difference when you're calm and not rushing out the door you will be in a better mood which will help you do better work, it's a win-win situation for you. Also, studies are showing that people who are early risers tend to be more positive than people who aren't, which is excellent you being positive and being in a

positive mood will help you with the quality of life you are living, which should be our goal to better our experience. So not only will you not be rushing to work/school, but you will also become more positive, this benefit alone would turn me on to the idea of waking up early.

More time to workout

As we know, it is essential to stay in shape and live a healthier life if you want to live a better experience. Now since you wake up earlier in the morning, you will have more time to get a workout in which kind of kills two birds with one stone, you wake up early, and you get yourself healthy. Not only that after your workout, but you will also have more time to prepare a healthy breakfast for yourself and start the day of the right way.

Helps with the quality of your sleep

Since you will be waking up early, you probably will be going to bed earlier also, which means you will have developed a specific sleeping pattern. Once you have a sleep pattern, you will notice that your sleep gets more profound, which means you will be well-rested in the morning. See, our primary goal is to set your natural clock to wake up and go to bed at the same time each day. This will help us wake up early and wake up a lot more refreshed the next morning so make sure you establish a sleeping pattern to wake up early and going to bed early every day, and it is healthy for you.

Helps you enjoy quality time

Waking up early will help you have some time to yourself, which means you can have some quality time to get the essential things done in a calm and relaxed way as there is no urgency. When you have more time on your hand, you tend to be a lot calmer, which will help you stay calm and have a lot less stress. In the long term, having some quality time to yourself will help you lower your anxiety overall which will make you a happier person, which will further help you to become more productive and efficient at your work.

Now, as you can see, waking up early is a fantastic habit to have none the less. But easier said than done waking up first can be hard for most readers, as some of us will find excuses not to wake up early every day. At this point, you will need to have some will power and get up soon and not press the snooze button. Just find it within you like the famous Nike phrase says

"just do it" trust me it's not that hard for the readers who are thinking that it is, just start getting up early and fight the grogginess for a couple of days and you will be fine as you would have set your natural clock by that point.

Here are some points to remember before you start waking up early.

Motivate yourself to get up early

- Hold yourself accountable
- Don't snooze
- Once your eyes open get out of the bed

At this point, I want you to start waking up early. In the beginning, it will require a lot of will power but the slowly you will get used to it, eventually waking up early and going to bed early will become second nature to you be patient with this process and don't give up. After all, you know very well now, waking up early will help you tremendously which your life as it will make it better. So, don't give up keep waking up early until it becomes second nature and start seeing yourself living a better life.

4- Stay Clean

When it comes to living a better life, a more active life, and being more successful, being clean should be a habit we need to adopt. Being honest will not only keep everything hygienic, but it will also help you become more organized. This is big being organized will help you a lot when it comes to saving time, how you might ask simple when you are organized you will know where your stuff is so no need to waste your time looking for it as you would know where it is located. So, it is crucial that we keep our surroundings clean, our home and our workplace as this will help us be more efficient in our day to day lives. Let us get into the details of how this habit will help you.

Feel Good

This is a fantastic feeling you get when you start off staying clean when you are honest, and you feel great! You are more inclined to work harder and more efficiently. Another thing with feeling good and staying clean is that it will lower stress for you, believe it or not when we are not organized, we are continually looking for our things which can stress us out during the

day. Being more organized will take this stress away from you, which will make your life a lot less stressful... trust me it makes a big difference.

Staying more organized

We have already talked about this, but let's dig a little deeper. See when you are clean your things are in place, which means when you are working, and you want something you would know exactly where it would be. This will help you not freak out about things and therefore make you more inclined to work when you are more prone to work you are also more likely to be good at your work which means more accomplishments which will then lead to a better life....need I say more.

Boost in productivity

When you have less distraction around you, you will be able to focus more on your work which is ahead of you. You see when you have less distraction around you, your brain will not get overwhelmed by the madness when we are unorganized, and we have our stuff lying around our mind gets distracted. So, less distraction around you will equal to you being more focused.

Chapter 21: Mistakes That All Beginners Make And Avoid Them Saving Time And Money.

Some common mistakes that affiliate marketers make when just starting out their business can be fatal because they put people in a position where they run out of money or they simply decided they should quit. Unfortunately making some of the mistakes that we described here can lead you to draw the wrong conclusions about affiliate marketing. But hopefully, since you're taking the time to read this book, that will save you from this problem.

Spending a lot on Advertising

It's true that paid advertising can bring you a lot of traffic. However, if the traffic isn't well targeted it's not going to result in sales. One of the problems of people have when they first started out is that many people who have say set aside a few thousand dollars to start promoting their business end up blowing it all on useless advertisements. Beginners may not have landing pages that convert very well. So, if you're driving a lot of Facebook traffic to a landing page that just isn't going to get people to sign up for your list, you can end up spending a bunch of money quickly. And you can do so without getting very many sales. So, this can, of course, be a very huge problem. So what you should do is try your ads out with small budgets so on Facebook I would suggest \$5 a day, maybe on Google for other PPC networks you might try \$10 a day, to do some experimentation that's not going to cost you huge amounts of money. And if you see that you're driving people to your site and you're not getting people to sign-up for the email list you need to turn off the advertising campaign instead of waiting to see if it's going to work later on.

Direct Linking to Sales Pages

Another common mistake that is often made by beginners is that they think they can directly be linked to the sales page. And so, what they do is they create an ad on Bing, for example, that doesn't go to a landing page, or to a review page, and just goes to the sales page. Internet marketers call that cold traffic. The bottom line is that cold traffic doesn't convert very well

and to get a sale you would have to send an awful lot of traffic and I probably would not be profitable. So always go to a landing page first.

Promoting too many products at once

Many affiliate marketers begin with too much enthusiasm. They also think that they can get by very easily by promoting multiple products. This is especially a problem if the products are from different nations. In the beginning, at least, you need to stick to one niche until you really learn the ropes, and you have built up a successful operation. Once you start getting profits, then you can start talking about expanding. There are two different ways he can expand, you can either keep promoting the same product or scale it up, or you could take a different approach to start marketing to other niches. And honestly, there is a third path that could be available. That would be after you've learned how to market things in your chosen niche; you create your own product in the same area.

Giving Up Too Soon

This mistake is all too common. People run one Facebook ad, or they put up a couple of blog posts, and then they give up. Quite simply, that is a huge mistake. If there is one thing that is true about affiliate marketing that I can tell you right here, is that it's not a get rich quick scheme. So, when you're first starting out and aren't sure how to market things online you are going to make a lot of money immediately. So, people should not go to this having unrealistic expectations. Use a cool and expected to take a while before you start making money.

Expecting too much

There're many affiliate marketers who have made incredible amounts of money. Many of them have become multimillionaires. Maybe it's unfortunate, but they're often are going around the Internet promoting their own stories. That might be why you got interested in this in the first place. Of course, the reason they're promoting their own stories is that now they've moved onto selling training programs. That's all well and good and I think that you should sign up for some. But what I don't want people to do is to have unrealistic expectations thinking that they too are going to become a millionaire. Now, of course, it is certainly possible that you may become a millionaire from becoming an affiliate marketer. In a basic sense, the opportunity is there. But you should remember that qualifier of the

people always put out, which is that no results are typical. The fact is most people to become affiliate marketers don't become millionaires and they certainly don't do it overnight. So, what you should do which will help you in the long run and eventually lead to making more money, is to have reasonable expectations. Start off with the goal of making \$500 a month. Then once you reach your goal you can set a new goal. But whatever you do don't start off thinking well I'm going to make \$1 million this year and if I don't do it, I'm going to quit.

Not Being Willing to Learn

One of the things that you should value is education. That's important with the affiliate marketing just like it is with anything else. So, you should be willing to do whatever it takes to constantly increase your knowledge about the subject. The people to take the time to do that are the ones that are going to be the winners. So, you should try to read as many books as possible, and I would also encourage you to go online and take classes. In fact, click bank itself offers a class called click bank University. You can learn from people to course who are chosen from marketers that brought a huge amount of money as affiliates. Don't bother listening to so-called reviews about click bank university that you find online. In many cases, if not most of them these so-called reviews are from people that are competing with click bank University offering training to become an affiliate. I would advise just going out and checking out the course, but only sign up for the basic course because part of the upsell that they offer is a tool that is like click funnels. Click funnels are better. So, I believe they're course is \$47. They also have a 60-day money back guarantee, so you can check it out and if you don't find its worth it, you can always ask for a refund. There are other courses as well so you should check out multiple courses and if you can afford it, I would even advise signing up for multiple courses.

Not Providing Quality Content

I've tried to hype up creating a lot of quality content by using a blog because that's the way to drive free traffic. One of the mistakes that a lot of people make who are looking for shortcuts is they might hire content mills to create tons of articles for their site. That may or may not work, and congratulations to you if it does. Most of the time to be frank is not going to work. You can often get shady writers who are going to provide duplicate

content and you're going to end up with people that don't really know their subject all that well, and the quality of the content isn't that great. Paying for content also is it really the best option that there is, because you might end up getting writers from the Philippines or something, and nothing against the Philippines, but just in this context, it does not come across as quality to the people who are going to be landing on your site to read. The best situation that you can possibly have which, will lead to long-term success is that you study the niche yourself and learn it yourself, and then you be the one who is the topic expert the people are looking to. It can't be stress enough that when it comes to Internet marketing and running an Internet business, that unique content that comes from the heart is by far the best kind of content that you can have. It's not just going to please Google, it's what's going to get people to sign up for your blog, it's what's going to get people who visit your blog to sign up for your email list, and it's going to convert sales.

Not wanting to bother with email marketing

Now, this point is really one that could be said to cover multiple things. At the root of it is there so many people that want to take shortcuts through life. When it comes to affiliate marketing another shortcut is not having an email list. This is a huge mistake. Many people who are new to the field are put off by the idea of having to set up an email list and go through the hassle of having a landing page. But the fact is, that is by far the best way to do things. Everyone always says the power is in the list. It was true 10 years ago and it still true today. In fact, it's always been true. The roots of Internet marketing go all the way back through the entire history of marketing itself at least in the United States. He really got powerful in the 1920s and 1930s, when people were using direct marketing through the post office, and they used sales letters to sell products through the mail. In fact, when the Internet first started, there was a direct relationship between direct marketing which is still alive at the time and the new Internet marketing. That's one of the reasons set sales pages on the Internet originally took the long form sales letter approach. Basically, that type of marketing works and has always worked if people have been able to read. So, what appears is new and flashy has been around for a long time already.

Okay but I can't lose my train of thought there, what too many affiliate marketers are looking for is an easy way out. But the fact remains that if

you try to go without an email list, you're basically leaving money on the table even if you do get sales. You might get some sales, but you'll never hear from those customers again, and so that's lost money.

Trying to Cut Corners

So, another issue that comes up is not being willing to spend money. This can be important if you're getting graphics made, we're choosing to use a template for word press blog or something like that. Here's the bottom line, being cheap doesn't work. You're throwing money away by trying to save money cutting corners on things that you need to get right. So, if you forgo using a nice template for WordPress as an example, what's going to happen if you're going to be hurting your business over the long-run.

Chapter 22: Tips To Become An Effective Affiliate Markete r

Upon reading all the benefits that you can get from affiliate marketing, do not be too excited though. Yes, there are a lot to reap, but do not forget that you must work for them. Do not ever entertain the misconception that you will be wealthy overnight from this racket.

Although this job can be lucrative and a great way make money via the Internet, it is also just as competitive. As mentioned earlier, there are a lot of other affiliate marketers out there who are competing for the exact same market that you are targeting.

Consistency is key to success with affiliate marketing.

You must be consistent when working affiliate marketing. If you are only going to put in 7 hours a week toward your affiliate marketing business, make it be 1 hour per day, not 7 hours in one day because it comes through consistent application of marketing strategies. Set up a time each day to work on it and stick to your plan.

So, for you to be a successful affiliate marketer, you must understand a couple of things. This includes the needs of your target market, proper product promotion and other strategies that have been proven to work in the practice. To help you with that, here are some tricks that other successful affiliate marketers have applied, and you might as well try for yourself, too.

Choose only a handful of good products

To begin with, you should be careful in your choice of products that you will promote or market. In this regard, one of the biggest mistakes commonly committed by new affiliate marketers—and even some of the old ones as well—is that they register with a whole lot of affiliate programs. Then they try to promote all the available products.

This is a big no-no. It will greatly affect your concentration, which in turn, will have an impact on your performance. It is like juggling several jobs. You cannot get a hold of them all. It will be too overwhelming. You will have your hands full and the chances are, you will not be able to promote even a single product properly.

While multitasking is possible, some people do not realize the dangers of overdoing it. Yes, you can register in more than one affiliate program and market a couple of items. But do not grab everything in sight.

You must keep in mind that in order to be successful in this field, all you must do is work with only a handful of good products—with emphasis on the good right there. You will be amazed that even a little of these great products can already make you earn way more than what you can get if you promote a multitude of products.

This is because good products are not hard to sell. The consumers and shoppers themselves are the ones looking for ways to buy them. But of course, you still must do your part and launch an equally good Internet marketing work. Keep in mind that there are a lot of other affiliate marketers competing for the same market.

So, when you choose the products you will promote, the best practice is to know and understand the needs of your target market. At the same time, you should also search for goods that will perfectly align with the topic of your affiliate site.

This is a smart way of making money. You do not tire yourself too much, but still do the proper actions to get all the necessary work done and earn money.

Use a couple of traffic sources for product promotion

One of the common mistakes that some affiliate marketers commit is that they put advertisements and other promotional materials only in their sites. Although there is nothing wrong with this practice, you must also know that there are a lot of other sources that you can tap into in order to generate traffic and market products at the same time. It will be much better if you look at this for, they will not only make your job easier, but also increase your chances of getting your clients to make a purchase. Keep in mind that the more traffic you generate to the host company's site and sales page, your chances of making a larger sum of money will also increase.

A good example that you can use is Google Adwords. Here, all you must do is make an advertisement in your Adwords account. Afterwards, use the affiliate link provided to you and put it in the target page URL of the ad you made. Then you will have to measure the conversions continuously. It is

important to see if the campaign you mounted costs less than the profit you are expecting to earn. If that is the case, then said campaign is worth running.

Test, measure and track your campaign

While using different strategies for product promotion is highly recommended, you must also not forget to monitor the progress of your project. This way, you will clearly see which techniques are giving you good results and which ones simply do not work. And with that, you can make an assessment to know what appropriate actions you should take.

In this regard, you can try split testing. This will help you adequately measure the performance of the campaigns you have mounted.

Once you get the results of the assessment, you can begin making some tweaks here and there. As studies and actual practice have shown, this can significantly increase your profits.

At the same time, it is also a good idea to put the banner advertisements in different areas in your site. Put them in various pages. And in each page, vary their locations as well. The underlying principle here is that some positions or areas will make the advertisements more conspicuous or noticeable than the others.

If your host company or affiliate program provides you basic statistics, make use of them. They will be helpful empirical data for your strategy planning. However, do not make the provided statistics serve as a limitation to you. Here are other conversions tracking software readily available for you. You can even make your own to track your affiliate campaign.

Keep yourself and your campaigns updated

As mentioned earlier, the Internet has an ever-changing landscape. Hence, trends continuously change. With that, it is important that you as an affiliate marketer keep up with the latest techniques and strategies. Keep up with the times. Make sure that you know and understand the latest styles and tools in the marketing field. Otherwise, you will be left out while other affiliate marketers go on to progress.

So, once you know the latest trends, plan your strategy around it. Observe and make an assessment. Keep in mind that you do not have to apply every

new trend. Again, the ability to discern those that will work for you is important. Do not grab everything in sight.

Update your methods and techniques every now and then so that the consumers will not get bored. Keep in mind that they are constantly looking for something new. Hence, that is what you should give to them to catch their attention and investment.

Work with the right merchant

Affiliate marketing has a lot to do with making the right choices. This is true not just in terms of products, but also when it comes to merchants. Bear in mind that you will be marketing not just the products, but also the brand. Hence, you must make it a point to pick a reputable company merchant. Again, smart choices.

You will also be putting your reputation on the line. When you put an ad in your affiliate site, it is already an outright personal recommendation to your visitors to patronize said brand or product. And of course, you do not want to disappoint your visitors by making them buy a product which made them unhappy eventually. With that, your credibility gets tarnished.

Every time this happens, less people will take your advice or recommendation. It lowers customer satisfaction. And that will hurt your reputation in the long run. If you plan to establish a career in affiliate marketing, that will signal your downfall.

So, to avoid this, think wisely early on and work with credible companies and businesses. This way, you will be promoting good products that will be able to meet the demands of your clients. Hence, they will continue to patronize your site, and this will be a good investment on your part.

Pick useful tools

Lastly, make things much easier for yourself by finding and using tools that will make your work more efficient. Remember, it is all about working smart. You do not have to tire yourself by working too hard if there are ways to achieve the same results with less work. One of which is through using Internet marketing tools. There are a lot of them out there.

Say for instance your affiliate site is powered by WordPress. You may as well consider getting a plug-in that is like the Affiliate Link Manager.

The bottom line here is that it will be much better for you to devote your time searching for useful aids and tools then mastering them, so you work more efficiently to achieve good results. This is the initial step. Then in the long run, you will see the benefits starting to manifest in terms of work convenience coupled with higher commission.

Chapter 23: Tools To Help You In Affiliate Marketing

Tools help you make the best of your time and effort when it comes to marketing. In this chapter, we will look at the tools to help you make full use of your time, efficiently market your site and promote, your affiliations online. Most tools listed here give you a free version (with limited capabilities) or a trial version before requiring you to purchase the full license to use.

If you feel like this tool has met your needs, then sign up for a full package.

Flippa

This essential tool can help you get into the process of building a sustainable and successful affiliate site from scratch. This site is created as a bidding marketplace for people to buy and sell websites. For affiliate marketers especially, you get to buy sites that already come with strong backlinks and an optimized SEO growth. Keep in mind that you need to conduct a full backlink audit before you purchase a domain from Flippa to ensure that the domain isn't inflated by unethical SEO practices.

CJ Affiliate

Affiliate marketing begins with a strong partnership with sites that need sales. CJ Affiliates is a number one resource for affiliate partnerships as it connects affiliates with merchants wanting to drive up sales for their products. Affiliates get paid for each phone call, or lead, or website when visitors peruse a merchant's site from the affiliate links discovered. CJ Affiliate is a great starting point if you want to seek partnerships.

SEMRush

If you are looking for keyword research, competition analysis and even fixing SEO errors then SEMRush is a tool needed in your affiliate marketing arsenal. This tool is a favorite among marketers who want to understand what kind or type of content drives the highest ROI for their competitors as well as analyze on-page SEO issues. SEMRush finds top performing content from competitors that you should be writing about too, monitoring keyword rankings weekly, and watch for issues on your website

that could potentially hurt your SEO rankings. What's more, you can use SEMRush to monitor press mentions.

Ahrefs

Ahrefs is another keyword research tool that you can use just like SEMRush. It also provides on-page audits and competitive content analysis. What's different with Ahrefs is that it places a deeper emphasis on backlinks than on-page SEO. Ahrefs gives marketers insights about lost as well as new backlinks as well as sites that are linked to broken pages on your site. Marketers will find it useful to use Ahrefs for reviewing new and lost backlinks, assessing competitor link profiles, and obtaining new link building opportunities.

You can also use Ahrefs to find sites that are linked to broken pages and of course finding top-performing competitor content. You can try out both SEMRush as well as Ahrefs to build on your SEO optimization. If you can invest in both- great but if you cannot then think about what you really want to track first. If you are an industry leader in your niche, SEMRush would prove to be worthwhile. Since both SEMRush and Ahrefs have trial periods for their software, you can use both and see which works best for you.

Yoast SEO

Yoast SEO gives you advanced SEO functionality in each page which includes the title tag and meta description which you can customize, canonical link customization, sitemap customization as well as meta robot's customization. Yoast is a free tool; but if you want 24/7 support, then you can go for the paid version. They also have a redirect manager in the paid version that allows you to redirect broken pages or pages that you want to be removed from search results.

Grammarly

This example exemplifies another useful tool to have if you are publishing content on a regular basis. It is good to have a tool that can check your spelling, grammar as well as plagiarism all in one go. It sports incorrect word use as well as comma usage. All in all, it makes your written content even better .

Duplichecker

If you are part of the content team for your website, then running your article through Duplichecker will help you spot any kind of plagiarism. Of course, Grammarly also does this task, but if your intention is only to check plagiarism, then Duplichecker is a good investment tool. Accidental cases of plagiarism can prove to be a painful legal issue, so it's best to get your content checked.

Hemingway

Another amazing content review tool, Hemingway, helps you to simplify your writing. It is based off the writing style of Ernest Hemingway, hence the name of the software. Whatever content you write, especially the ones that go on the Internet, needs to be simple, straightforward and easy to understand. Your readers want the point to come across fast and they want insights, which means you do not want fluff tossed into your content just to make your sound intelligent. With the Hemingway software, you can simplify complex sentence, and it also points out complex words and adverbs that you can replace with simple ones.

Sumo

One of the main things you want your site to do is attract visitors and with Sumo, you turn your visitors into customers. Most website visitors are not ready to open their wallets and make a purchase with their credit cards when they reach your site, especially if it is their first time visiting. How can you possibly get money from them? You sell them things that they are ready to buy. The best way most successful affiliate marketers do is to scale to build their email list. This enables marketers to drive repeat visitors back to their site and to purchase products over a period. With Sumo, you can have easy to install email capture forms on your site.

Google AdSense

Earning money for each referral you get is wonderful isn't it? Want to elevate this experience? Use Google AdSense! With Google AdSense, you get a second revenue stream as you continue to scale your business. AdSense basically allows you to create ad blocks that you can use throughout your site that other sites can pay to utilize. Through CPM (cost per thousand impressions) and CPC which is cost-per-click. This way, you get paid each time an ad is clicked on your site. The rates for this vary between one industry to the other.

AdThrive

Getting money from Adsense is slightly tough, but if you have a good website, Adsense can give you a second revenue stream no doubt. What if you're only making a few dollars in ads and only have about 1,000 website visitors? You can also use AdThrive to optimize your ads, so you get better performance. AdThrive delves deep into your analytics to understand the advertisers who have the best performance on your site. From this, you can see higher CTRs on your ads and this will enable you to generate more revenue.

InfusionSoft

InfusionSoft is a paid software and a little on the pricey end, but it is a powerful tool to use for any marketer and manager. Its finest feature is the automation that makes extremely efficient marketing campaigns for you. InfusionSoft is a robust yet costly email marketing tool that would benefit any small business looking towards reaching out to a bigger audience. The startup fee for this software is at \$2,000. After this, maintenance would cost anywhere between \$199 to \$599 a month depending on the package you choose.

In brief, InfusionSoft saves you plenty of time. For first time users, it takes a little while to learn how to use the system and set it up according to your needs. But once setup is completed, you are pretty much set up for a smooth ride. InfusionSoft is renowned for its high deliverability rates and its ability to scale no matter what the size of the campaign.

Keyhole

Keyhole offers a detailed analysis of the hashtags that you use for your marketing campaign. Instead of randomly using hashtags with your campaigns, Keyhole enables you to track and analyze hashtags in real time, shows you how influential it is, as well as its engagement, reach and popularity. The trial is free, but paid versions start at \$132 to \$799 a month. Let's face it- marketing campaigns nowadays thrive on hashtags. Not only can you track hashtags, but you can also get analytics by account, keywords, mentions and URL. This is a useful tool to have if you are always working on marketing campaigns targeting heavy social media users.

Buzzsumo

Buzzsumo enables marketers to source the most shared content on specific topics and websites. Marketers can also refine lists according to the type of content such as blog posts, news items, or just infographics. The advanced feature includes ‘monitoring’ and ‘influencers’ that marketers can use to get ahead of the competition. The free version of Buzzsumo gives you limited results. However, the pro version starter plan is ideal for small businesses and bloggers, as it costs \$99/month. But if you want something deeper and significant, then the Advanced feature at \$299/month comes with API access and many more incredible features.

Content marketers would love this because it helps in searching for trending topics and subjects on the internet easier and plus, it allows content creators to analyze headlines for their effectiveness. Buzzsumo helps content marketers understand how to create the next viral topic.

CoSchedule

CoSchedule is a software that helps you plan, organize and manage your marketing campaigns, your content and your strategies. Any marketing campaign needs to be planned and executed according to schedule, and with CoSchedule, you can streamline this process easily. CoSchedule works great with Chrome, Google Docs, WordPress and Evernote too!

CoSchedule ranges from \$15 per month for personal use to \$600 per month for larger agency users. CoSchedule allows you to stay organized and it saves time. It is excellent for large companies or small agencies to manage deadlines, share notes, stay up on to their day to day tasks and get updates on campaign progress. Timelines are easier to manage; any alerts are prompted by CoSchedule.

Pingdom Website Speed Test

Website speed is a crucial element in retaining a user’s visit to your site. Website speed is one of the fastest ways to improve your SEO rankings and increase conversion rates. With Pingdom, marketers can test their website speed, and it also gives a free report that gives you an in-depth analysis of your site as well as tips to improve it. The test itself is free however for a full on website monitoring service; it will cost you anywhere from \$13.95 to \$454 per month.

Full-time monitoring is essential and useful for large websites that receive plenty of traffic. A few more minutes of downtime or crash can cost you revenue as well as traffic. You can save a lot of money by investing in a monthly plan with Pingdom to continuously check your websites' status, give you alerts and monitor and report on site speed.

Canva

With easy to use designing software available to us, most of our company's basic design materials can be made ourselves because let's face it: not everyone can afford a graphic designer on a retainer basis. If Adobe Photoshop and Illustrator is too complicated to us, then Canva is an easier alternative that makes design easy and fast. Canva has templates that are created especially for social media sharing and posting, and these templates are stunning. A few clicks here and there and you have eye-popping visual.

If you use its cloud-based software, it costs nothing. But there are premium features that come, and it is a 'pay-as-you-go' method. If you feel your business needs constant designing but hiring a graphic designer is too much, then opt for Canva For Work. It has advanced features and a variety of other tools that you can utilize for a mere monthly subscription of \$12.95.

Great visual design can create a huge impact on your target market so if you are embarking on a big marketing campaign, do not skimp on hiring a graphic designer. But if you need visual content quickly and it's something that you can easily put together quickly, then Canva will help you make your content look stunning.

Chapter 24: Affiliate Marketing Trends To Follow In The Present And Immediate Future

SEO

On the off chance that you don't have the foggiest idea what SEO is, it implies website streamlining? Basically, SEO is a method for getting free traffic to your blog or site. Saying that it is a standout amongst the most ideal ways you can get more traffic. More traffic approaches more deals. That is dependably an or more when you are attempting to profit on the web.

A few people say that there is no better method for getting traffic to your site other than upgrading your SEO. Beyond any doubt paid advertisements will get you traffic significantly quicker than improving SEO. In any case, it is basic that you help your SEO from the get-go. In this part, we are going to tackle strategies you must consider expanding your SEO and to get more traffic to your blog.

Having your site appear higher on the Google internet searcher is the way to progress. There are 3.5 billion quests done on Google any given day. Which implies it would be absurd of somebody to neglect SEO advancement as you would leave a great deal on the table. Even though SEO can be an extremely convoluted thing to upgrade, we will make it basic for you. We will go through the essential yet best advances you must take for you to enhance your blog and get progressively generally speaking site guests, which imply more cash in your pocket. All you will require is some additional time staring you in the face and persistence.

Backlinks

The most ideal approach to upgrade your site through SEO is beginning making backlinks. A backlink is the place you go on another blog identified with your specialty and you add a connection to your site. There's a system on the best way to do it. A great many people are splendid; they can sniff out anybody endeavoring to make backlinks. In the blogging scene, if you

have a messy backlink, individuals can and will erase your connection, or surprisingly more dreadful, report you.

It is basic for you to do this procedure the correct method to yield the most ideal outcomes. The best approach to make backlinks is moderately direct. To begin with, go on different websites identified with your specialty. At that point I need you to remark down on their web journals composing "Hello, I really making the most of your blog and I took in a ton from it. What's your opinion about this comparable blog entry which I read?" Then addition the connection.

You need to demonstrate that you're here to become familiar with their blog instead of advancing your blog. Making backlinks will enable you to rank higher in SEO. The more connections you have on different sites, the better the odds of Google positioning you higher up the web index. Likewise making backlinks is an extraordinary method to get free traffic to your blog, which is the most well-known path for individuals to get traffic.

Social offers

So, the subsequent stage for you to enhance your SEO is get increasingly social offers. Presently the uplifting news is, you don't have to get social offers from other individuals. You can do as such by posting your blog on Facebook gatherings and discussions identified with your specialty. Presently the main social sites I need you to advance on would be 1. Facebook bunches 2. Twitter 3. Gatherings 4. Google+. These are the top sites for you to get a huge amount of free traffic and to produce a superior upgraded SEO.

Much the same as making backlinks, you must ensure when you're posting on these social sites or networks. Your objective ought to be to help or teach the network, as opposed to advance your blog. It is additionally suggested that you post two or three different sites incorporated into your offer, so you don't seem as though somebody advancing your blog or site.

In certain specialties, explicit Facebook gatherings or structures could have more than millions in reach. Which means it would be an incredible plan to advance your blog on their stage. Much the same as I recently referenced, the more connections of your sites present on different destinations the higher odds of you advancing your SEO.

Additionally recall, we will probably get much traffic to your blog as could be expected under the circumstances. Posting your web journals on the social sites and structures can enable you to create higher traffic without spending a dime. However, on the other hand ensure you are a piece of the network. Continuously remain occupied with the remarks segment helping other individuals in the network, on the off chance that you need a superior commitment rate when you post your site on the gathering or gathering.

Truth is enhancing your SEO can take years. Which implies you must begin immediately for you streamline it to a dimension you need it to be? Even though it may take you years to augment you're SEO, that doesn't imply that you will get no traffic for quite a long time to come.

The two techniques we just talked about, will enable you to get free traffic from the earliest starting point and a great deal of it. You must be steady with it, which means making backlinks consistently for one hour and posting via web-based networking media stages, etc. On the off chance that you are predictable with it, at that point you ought to have no issue getting traffic throughout each day. In the end, Google will perceive your articles and streamline it dependent on how well your articles have been composed.

In all honesty, Google is splendid at discovering online journals which can give incredible substance. You need great substance over the long haul. The more extended your site has been available, the higher the odds of you appearing on the highest point of the Google web index dependent on watchword. So, make sure to enhance your blog entry from the earliest starting point as you will be in an ideal situation if you do as such, and remain steady with it.



YouTube

YouTube is an expert with regards to promoting your site. So, we are going to showcase your blog on YouTube. Likewise, taking advantage of this stage is essential. We will go well ordered on the best way to become your YouTube channel to the point where you are getting a significant measure of traffic to your blog.

To clear up, you needn't bother with a million endorsers for you to see achievement gaining guests to your blog. You may utilize YouTube as a device to make traffic to your essential source which would be your blog. For that, you are not required to turn into a YouTube superstar. Presently, on the off chance that you need to be a full-time YouTube, at that point go right ahead. Notwithstanding, this isn't what we will show you in this part.

We will direct you on the best way to utilize YouTube to get traffic to your blog. Contingent upon your specialty, influencing explicit recordings to can be emotional. I can't reveal to you how to make your recordings, since I have no clue what specialty your blog is about. You may need to do that exploration independent from anyone else. With that cleared up, let me tell you the best way to create more traffic from YouTube.

YouTube is a search engine

Give me a chance to ask you an inquiry. If you need to learn explicit errands where do you seek? Your answer is YouTube or Google. After Google, YouTube is the most utilized web index on the web. For you to produce

traffic to the site, you must make recordings which are identified with your specialty and give data or help take care of an issue. For example, on the off chance that your blog is in the wellness specialty, at that point you can make recordings on the best way to complete a squat or how to lessen lower back torment.

As should be obvious one video gives data and the following one takes care of an issue. You need to ensure that you are transferring recordings which give data and help watchers tackle an issue. Along these lines, you can pick up their trust, in the long run, getting them to visit your blog. The primary thing you must do is make sense of all the current issues or questions individuals may have about your specialty. At that point make a video giving data and disclosing how to fix a specific issue.

The best part about YouTube is that it is totally focused on traffic. So, you will have no issue changing over them into a confiding in crowd to your blog. To improve this progression, first, discover what your gathering of people is searching for. Second, give them the data they are seeking.

Catch watchers' data

You should ensure take you are catching however many watchers data as would be prudent. In a perfect world, you need to get their email. On the off chance that they pursue your Facebook page and buy in to your channel, that would be an incredible begin. Our essential objective, with most of our YouTube advertising, ought to gather watchers' messages. This will enable you to remain associated with the individual who is keen on your specialty.

At whatever point you post another blog entry, the individual who picked in to enter their email will get a notice. Enabling more watchers to your blog immediately without you doing any leg work. Most bloggers drive traffic exclusively from their email list. Presently there are numerous approaches to gather messages. The most straightforward way is given them a blessing.

Truth is everyone cherishes free stuff. For a great many people giving, out their email for a bit of free data or guide would not be a major ordeal by any means. In the later parts, I will tell you the best way to make a select in page for you to catch email. For the time being, I will examine the technique. What you need to do is after the finish of your video, I need you

to state something along the line of "Hello in the event that you need a free digital book on the best way to put on muscle, clicks the connection beneath!" Once your watchers click the connection, they will be incited to enter the email to get that blessing.

When you have figured out how to gather their email, they will end up being a bought in part to your mailing list. At whatever point you post another blog; they will be informed through email and may turn into your confided in group of onlookers. These are the general population you need to offer partner items to. They will profit. More critically, gathering email will profit.

Honestly, you don't have to infer any techniques on the best way to present your video on get numerous perspectives. All you need is 1,000 perspectives for each video, and you will get a lot of messages exclusively from that system. Our essential objective is to gather messages of drawing in peruses, which YouTube will assist you with immensely.

Ensure you are posting incredible substance recordings at any rate once per week, and in the long run this will make a snowball impact of watchers enabling you to gather increasingly more email as you continue posting. Much the same as your articles, your YouTube recordings ought to be enlightening and all around recorded.

In addition, they should enable watchers to address their inquiry. Likewise, abstain from running advertisements on your YouTube recordings. You are utilizing YouTube exclusively for traffic, not for money. Keeping your recordings promotion unrestrained choice assistance, you achieve more watchers. Likewise, it will enable your watchers to stick around until the finish of the video. Which is fundamental for them to do, this is the place you will tell them you have a blessing to offer.

Chapter 25: Steps To Earn \$11,000 / Month Or More From Your Affiliate Marketing Business



Building a business is a lot of work. The affiliate marketing business requires patience and dedication to make it work. In this industry, the first two months of your business is crucial. It is the time when you need to build your momentum.

If you can build your momentum at this time, you may start earning big bucks in your first six months. If done right, affiliate marketing can give you five to six figures every month.

To capitalize in the early parts of your business development, you should increase your productivity in these first two months and follow these steps:

Step 1: Review the niche you've chosen and the product you will promote

The first thing that you need to do is to review your chosen niche and make sure that it is not too difficult to penetrate. Also make sure that you have interest or passion for the given subject.

You should also make sure that the niche that you have chosen has a lot of good products to promote. The rule of thumb is to choose a niche that has many Amazon products related to it. This way, you will have many items to review and keywords to work with. You also can couple your Amazon findings with the digital product results from ClickBank and JVZoo.

Lastly, you should define the angle that you will approach the market to stand out among your competition. You should identify the defining characteristics of your website and social media presence to make you different from other websites offering similar information.

Step 2: Build a minimalist website

After choosing your niche and the products that you will promote, you should create a minimalist website. When you choose a design, make sure that it is not too taxing on the eyes. A black and white design with only one contrasting bright color should be enough to make your website look modern. Most of the successful websites today use this design model. Facebook, for instance, is a white space with blue outlines. The same is true with Twitter. You can also get great ideas or inspiration from other sites in your same niche.

These types of designs put emphasis on your images and the bold letters of your headlines. A minimalist design also makes your call-to-action buttons stand out. You could easily create this type of website using WordPress and a free or premium theme. You also have access to a free phenomenal plugin called Beaver Builder. This plugin also only functions with certain WordPress themes. So, make sure before you select one that it is supported by the plugin. I have used the Tesseract theme in the past.

After creating the website, start thinking of the features that you want to add. In the beginning, don't add too many features or plugins. You should also keep a minimalist mindset when selecting your features. Focus on adding only the basic social media sharing buttons. You could also add your

pop-up or pop-under email sign up feature. Also, start collecting email addresses from day 1 to begin capturing leads and building a list.

Step 3: Create the primary sales page

Now that you have your website ready, you should start building your primary sales page. This page is designed to sell the product. It could be crafted in different forms.

For example, you can design it to look like an article that compares the different brands of one product. If you are promoting a hosting service, for instance, you can compare the service provider you are promoting to three other similar providers.

You could also create a page that only discusses one product. You could discuss the advantages of this product and the benefits that it delivers. The review format is popular because it has excellent SEO value. It also has the advantage of attracting search visitors that are in the later part of the buying process. The people who search for reviews have already identified the brands that they want. These people are usually in the mood for buying.

Lastly, you could also present your sales page as an all-in-one page that discusses the definition of your niche and the comparison of the different products used to solve your niche's problem. If your niche is about gardening, for instance, your sales page could be a step-by-step tutorial of how to set up a garden. In the process of explaining, you add suggestions of products. You could say something like this:

“You could use any brand of organic fertilizer for your garden, but I personally recommend Brand X (add corresponding affiliate link)”

This type of sales page is even more effective in getting SEO traffic. However, it tends to attract people in various stages of the buying process. You could expect a lower conversion rate with this type of sales page.

While there are other ways to design the primary sales page, these three are the most effective in both attracting search traffic and selling products.

When designing your sales page, make sure that you answer the questions of your buyers. If you are setting up a review sales page, for instance, create a comprehensive review that provides the answer to your buyer's questions

about the product. Avoid creating a short review because these usually do not do well in search engine rankings.

After setting up your sales page, you should optimize it to rank well in a primary keyword of the product and the problem that it is trying to solve. If your page is about how to set up a flower garden, you could choose from one of the following key phrases:

“Garden Design 2016”

“Organic garden design 2016”

“How to set up an organic garden ”

To optimize your content, mention it or variations of it 3-5 times in your sales page. You could increase the number of times you mention it for longer posts. You should also put it in the early part of the title and the first paragraph. These three practices will often be enough to let search bots know what the page is about.

After optimizing your content, you should set up tracking tools in the page. You could do this by setting up a special Google Analytics property for it. You could also use an in-site tracking plugin as an alternative.

Important: You should make your call to action buttons in these pages more prominent than in other pages. You should also add these call-to-action buttons in various parts of your post. In long posts, for example, you should include your affiliate link in the beginning, in the middle and in the end of your post.

Step 4: Fill it up with secondary content

You should now start creating your secondary content pages. These are smaller content types that will fill up your website. In our gardening example, you could create a post about the types of plants in your garden and blog posts of your own gardening experience. You could also use your secondary posts to solve other problems that people often encounter in your niche.

You could also create posts that are more likely to be shared in social media. For instance, you could create a post about pictures of other gardens that you find beautiful and share them in social media. These types of posts are easy to create because you are merely sharing other people's content.

While they don't have much SEO value, they are effective in bringing people from social networks to your website. These posts should also follow basic SEO rules. However, they should target different keywords from your primary content pages.

These posts should also contain links to your primary sales page. At the end of your secondary posts, encourage people to check out your primary sales page. You could also put links to it inside the content.

Step 5: Build your social media pages and accounts

Now that you have your website set up, it's time to send traffic to your pages. You should start by building your social media pages. You should prioritize social networks with content-sharing features. Twitter, Facebook, and LinkedIn all have these features. Instagram, Snapchat, and Pinterest are not as effective in sharing actual pages from outside the network.

To complete your accounts in these networks, you should add a profile picture of your website and add a cover photo related to it. You should also start looking for followers by joining the conversation of people around the network. As with other areas of the internet, you can gain fans by helping people get answers. You could also ask your friends and family to like your page and to encourage their friends to do the same .

In some networks, the most effective way to get noticed in the beginning is by using advertising. In Facebook, for example, you can get an initial boost of followers by getting your page advertised to users. To ensure that you get good quality followers, you should target your ads to the right people.

Step 6: Create a posting schedule and post content regularly

After setting your social media accounts up, start adding followers by participating in discussions. You could then start sharing your website content in social media to start funneling traffic.

You need to have effective post titles to get clicks. The best way to do this is to highlight the important parts of the post. Try to avoid withholding information to create mystery and curiosity. This technique is called click baiting and it is a black hat method of getting clicks. You should avoid using click-baiting techniques or you will be penalized by Facebook's algorithm.

To make sure that you always have something fresh to share with people, you should create a posting schedule. You could create the content for your website yourself or you could have it outsourced. If you have a regular job outside of affiliate marketing, you could outsource this part to free up your time. Even if you outsource the writing of content, you should still proofread it and add your own ideas to it to make them more valuable .

Step 7: Tap your other traffic sources

Your social media traffic will begin to flow in naturally, as you gain more followers and optimize your post titles.

Now, it's time to get more traffic by participating in other forums and Q and A websites related to your niche. As mentioned earlier in the book, you should try to add value to these communities by adding comprehensive answers to people's questions that are related to your niche.

As you answer questions in these communities, you should observe which of the websites bring the most traffic to your website. If Quora sends the most traffic to your website, for example, you should spend most of your time there. However, you should keep your efforts diversified so that you are not depending only on one traffic source.

Step 8: Start sending out automated email newsletters to get people back to your website

As people begin to enter your website, you will start to capture email addresses in your popup subscription form. When you already have 30 or more people in there, you should start creating email newsletters. Your newsletters should contain one or two short articles about updates on your niche and a summary of what you added in your website. These summaries will keep them coming back to your website .

You could also set up a string of auto respond emails to new subscribers. You could create a how-to guide in your niche for example. Use the auto responder to deliver one tip from the guide each week. You can automate building email lists and auto-responding with services like Mail Chimp.

Step 9: Track progress and start optimizing website for sales

The key to making money in affiliate marketing is by controlling the behavior of the people who enter your website. Your goal is to funnel all

visitors to your primary sales page. You can do this by tracking the most popular pages in your website and experiment with links to direct people to your primary sales page.

If the popular content can be associated with a product, you can also add affiliate links in them and make them a sales page. The key to success is to be subtle in encouraging people to check out the link. For instance, you could tell your visitors to check the price of the item by clicking on the link.

You should refine the design of your website to make it more successful in sending people through the affiliate link. You should experiment with all the aspects of the sales pages. The arrangement of the post is one of the aspects that you can change. You could also experiment with the colors of your links and your call-to-action buttons.

If you are satisfied with the sales of your first affiliate marketing website, you could start another one on another niche. You can successfully do this if you start outsourcing most of the maintenance tasks like content creation and design changes. By outsourcing these tasks, you can focus your own time on improving the conversion rates of your website.

If each website makes \$1,000 for you each month, you only need to create 11 successful affiliate marketing websites to reach your goal. Over time, you will reach this number of successful websites.

Chapter 26: Habits Of A Successful Affiliate Marketers

In order to succeed in the world of affiliate marketing, you must play according to the rules. It's not something that you would guess your way through. The following are some common habits of successful affiliate marketers.

Have a plan

You don't want to join the game without being sufficiently prepared. As an affiliate marketer, there are many things you must do in order to run successful marketing campaigns. Thus, you need to factor in all these things and ensure that you are pretty much organized in how you are dealing with your marketing efforts. For instance, you need to plan on the campaigns you will run, and you also need to plan the budgets.

Checking the competition

Successful affiliate marketers are always looking to see what their competitors are up to. They want to find out the latest trick up their competitor's sleeves. They know too well that their competitors don't necessarily announce their big moves. They also understand that their competitors keep an eye on them too. This habit of checking out what your competitors up ensures that you don't run out of inspiration on how to beat the competition and scale your profits.

Read the new s

The affiliate marketing industry is huge, and there are certain gatekeepers who play a great role in steering the general direction of the industry. You certainly want to keep up with the news so that you may understand what is going on. By learning about new trends and being introduced to success stories, you will acquire knowledge that will help you steer your business into a success.

Measure your progress

Successful affiliate marketers are always looking to improve their status. They are looking for new ways to advance their business. Thus, they must

remind themselves on a constant basis whether their business moves are working or not. Failure to measure performance might result in suffering great losses that could endanger the existence of the business. Always ensure that you are looking at what your competitors are doing so that you may improve your business.

Use a team

You don't want to be the type of person who's playing alone. Once your business becomes big enough, ensure that you move on to bigger opportunities, but you can only accomplish this by having a team. Thus, don't fear hiring people and setting your own company. It will obviously increase your business expenses, but on the brighter side, it will help you maximize your earning potential.

Engage your customers

Customers want to be associated with someone that means them well. You must be always ready to listen to your customers. If they raise a complaint, ensure that you are listening to them, for this is what will help you form a rewarding relationship. If you have the tendency to ignore customer requests and complaints, they will step away from you and eventually run to your competitors'.

Generate new content

You don't want to be the sort of person who's always pushing the same old content for years on end. You want to reinvent yourself on a constant basis and ensure that your marketing efforts are paying off. When you have the tendency to reinvent yourself, you will attract even more people to you, and you will be able to maximize your earnings. On the other hand, if you are a lazy person and you keep pushing the same old content, it will get to a point, and you will become extremely tired of it, and then you will have a hard time growing your business.

Brainstorm ideas

You don't want to think to yourself that you are the know-it-all, because you certainly aren't. Ensure that you don't have a poverty of ideas. This can only happen when you are super careful about what you do and engaging other people in developing great strategies. Thus, involve your team in the idea-creation process. You don't want to be the type of person who's

operating alone. But when you involve other people, you can steer your company into success. In as much as brainstorming is critical, ensure that you independently verify the authenticity of an idea before you implement it.

Don't hold things off

You certainly don't want to be the type of person that holds things off. You don't want to be the type of person that waits for so long before you can decide. If that's the case, it will only stop you from making progress. In the same breath, you don't want to be the type of person that rushes into deals. Ensure that you are measured, but overall, you should be taking prompt action so that you may grow your business.

Adapt to different circumstances

Generally, you will run into so many challenges before you make it as an affiliate marketer. But you must have a big heart; you must not give up at the first challenge that you run into. In this way, you will be able to overcome your challenges and achieve the success you have always yearned for. Thus, it is critical that you adapt to tough situations knowing too well that if you persevere, you will come out on top and continue living your life well.

Surround yourself with positive people

The one thing you must understand about business success is that your state of mind is incredibly important. If you have the wrong attitude, you are not going to make it. You need to have a strong and powerful mindset. One of the things that contribute to a poor attitude is associating yourself with negative people. Such people are only going to make it worse for you. Their poisonous beliefs are going to find their way into your mind, and you will be consumed with negativity as well, and in the long run, you may abandon your important life goals.

Welcome criticism

You certainly don't want to make it seem like though you are above making mistakes. No one ever is. You are just but a human being. Thus, it is necessary that you welcome criticism in order that you may be able to make necessary improvements. But then you need to understand that some people will be envious of you and their criticism will be ill-intentioned.

Don't bother yourself with such people, but just move along and ensure that you don't succumb to their strong words.

Be grateful

They say that no one ever is "self-made." And this is incredibly true. You must receive help from various quarters in order to stand up and become a success. But that's beside the point. The point is you need to be grateful to all those who grant you favors. This shows that you appreciate their help, and it encourages them to maintain a good relationship with you so that both of you may benefit from one another.

Take breaks

Successful affiliate marketers understand that life is not about having the most money, but also one needs to focus on other aspects of their life. As a result, it is important that people take breaks in order that they may focus on other important affairs. Never stop learning. Never allow yourself to be pushed to the edge. In this way, you are in a great position to appreciate life and become a positive influence upon the people in your life. If you have a tendency of overworking yourself at the expense of your private life, it can only get worse for you, and in the end, it will affect the quality of your life.

Have a vision

Successful affiliate marketers are not just about sitting around as the affiliate commissions swell up in their bank accounts. They have a vision. They know where they want to be within a certain time frame, and they will stop at nothing to accomplish their important goals. Thus, it is important for them to always understand where they are headed. They have a strong vision, and they are looking to accomplish their important life goals.

Improving their network

Successful affiliate marketers know too well that life is not just about them. They have the decency to understand that other people are just as important. So, they go out to network with their peers and to expand their social circle. As time passes, these affiliate marketers can build powerful networks that make it possible for them to increase their sales and grow their business.

Negotiating skills

Successful affiliate marketers have learned the art of getting a great deal. They are not comfortable with having the other party take advantage of them. They are always looking to gain an advantage, and they have freed themselves of guilt. Thus, they have great negotiation skills that allow them to land great deals and increase their earnings.

Conclusion

I hope this book was able to help you to get a good idea about the basic concepts involved in affiliate marketing. The points stated and discussed in this book will be of great use to you as you start to venture in the promising field of affiliate marketing. Armed with the knowledge you got from this book; you will be able to do so much more to help you raise a great sum of money.

But of course, it does not end there. The next step is to apply the ideas that you have learned from the book. There is no harm in trying. At the same time, you must keep in mind that practice does make things perfect. You must apply what you have learned in order to test if they will work for your case or not.

Nonetheless, you still have a free rein in coming up with your own strategy. You can tweak the ideas that you got from the book little by little until you find the perfect tactics that will work for you.

At the same time, you must take note of the fact that this is a continuous learning process. Affiliate marketing is very dynamic especially given the ever-changing landscape of the World Wide Web today. Hence, you must be highly flexible to accommodate changes and use them to your advantage.

Thank you for the download and good luck !